

1954

CENSUS OF BUSINESS

RETAIL TRADE (PRELIMINARY AREA REPORTS)

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1954 Census of Business RETAIL TRADE

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UNITED STATES SUMMARY

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the “employer” universe, and those with no paid employment during 1954, i. e., the “non-employer” universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of “Employers”

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of “Non-Employers”

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “non-employer” segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.

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COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

COMPARISON OF 1954 CENSUS AND MONTHLY SURVEY RESULTS

The 1954 Census figures for total retail sales are within a fraction of one percent of the sales volume for 1954 as previously shown in the Census Bureau's December 1954 Monthly Retail Trade Report based on a probability sample. Several conceptual or definitional differences between the Census and the Monthly Report are involved in the difference in total sales volume shown by these two sources. Among them are: (1) the inclusion in the Census of certain non-store types of establishments not in the scope of the Monthly Report, (2) the exclusion from the Census of Retail Trade of milk dealers (dairies) which are in the scope of the Monthly Report (data for 1954 milk dealers are included in the Census of Manufactures), and (3) the exclusion from the Census of non-employer establishments with less than \$2,500 sales during the year whereas the Monthly Report excludes only establishments with less than \$500 sales during the year.

Differences in sales totals for specific kinds-of-business groups between the 1954 Census and the Monthly Retail Trade Report reflect a few additional

factors including (1) the separate classification of non-store establishments in the Census, (2) differences in classification of leased departments, (3) sampling variability inherent in the sampling base of the Monthly Retail Trade Report, and (4) probably some differences in the kind-of-business classifications assigned to certain establishments in the two operations. From time to time additional information on the comparability of the two series will be developed and published.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

However, when these activities were conducted by separate business entities, each entity was treated as an establishment. Thus, a leased department in a department store was treated as a separate establishment and is included in these tabulations on the basis of its activities rather than as a part of the store within which it operates.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid

during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings,

small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table 1.--PRELIMINARY 1954 RETAIL TRADE REPORT--UNITED STATES
COMPARATIVE DATA 1954-1948

Establishments, Sales, Payroll, Paid Employees, Active
Proprietors, and Percent Change in Sales Since 1948

	1954	1948	Percent change since 1948
Establishments			
Total.....	1,720,920	1,764,488	-2
With payroll.....	1,123,133	1,121,009	0.2
Sales			
Total.....	\$169,672,171,000	\$128,992,551,000	32
With payroll.....	\$157,636,781,000	\$118,312,678,000	33
Payroll.....	18,179,249,000	13,304,926,000	37
Paid employees			
Total.....	7,121,331	6,835,900	4
Full-time.....	5,772,698	5,529,518	4
Active proprietors.....	1,765,693	1,737,350	2

Note: Minus sign (-) denotes decrease.

Table 2.--PRELIMINARY 1954 RETAIL TRADE REPORT--UNITED STATES BY KIND OF BUSINESS GROUPS 1954 AND 1948
Establishments, Sales

Kind of Business	1954			1948			Percent change in sales since 1948
	Establish- ments	Sales		Establish- ments	Sales		
		Total	Percent of total		Total	Percent of total	
UNITED STATES							
Total kinds of business.....	1,720,920	169,672,171	100.0	1,764,488	128,992,551	100.0	32
Food stores.....	383,983	39,636,282	23.3	498,598	29,265,671	22.8	35
Eating, drinking places.....	319,554	13,083,709	7.7	346,453	10,674,773	8.3	23
General merchandise group.....	76,524	18,024,361	10.6	73,727	15,800,553	12.2	14
Apparel, accessories stores.....	119,712	11,069,909	6.5	114,875	9,722,511	7.5	14
Furniture, home furnishings, appliance dealers.....	91,750	8,573,202	5.1	84,180	6,598,130	5.1	30
Automotive group.....	85,879	29,810,125	17.6	86,151	20,101,789	15.6	48
Gasoline service stations.....	181,734	10,780,052	6.4	188,252	6,483,205	5.0	66
Lumber, building materials, hardware, farm equipment dealers.....	100,472	13,068,144	7.7	98,917	11,145,308	8.6	17
Drug stores, proprietary stores.....	55,990	5,243,530	3.1	55,764	4,012,248	3.1	31
Other retail stores.....	226,824	15,886,807	9.4	212,362	12,868,690	10.0	23
Nonstore retailers.....	78,498	4,496,050	2.6	5,209	2,319,673	1.8	94

Table 3.—PRELIMINARY 1954 RETAIL TRADE REPORT—UNITED STATES BY REGIONS, DIVISIONS, AND STATES
Establishments, Sales, Percent Change in Sales Since 1948, Payroll, and Personnel

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Region, division, and State	Establishments		Sales			Payroll entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)
	Total	With payroll	Total, all establish- ments	Establish- ments with payroll	Change in total sales since 1948 (Percent)		Total	Full workweek	
	(Number)	(Number)	(\$1,000)	(\$1,000)			(Number)	(Number)	
United States, total.....	1,720,920	1,123,133	169,672,171	157,636,781	32	18,179,249	7,121,331	5,772,698	1,765,693
Regions:									
Northeastern States.....	481,583	307,081	45,890,718	42,368,972	28	5,094,378	1,945,619	1,563,304	471,569
North Central States.....	519,462	358,587	53,292,352	50,018,508	28	5,710,096	2,227,533	1,743,360	542,286
South.....	480,640	296,520	43,745,076	40,209,244	37	4,340,744	1,920,457	1,620,819	491,705
West.....	239,225	160,945	26,744,025	25,040,057	38	3,034,031	1,027,722	845,215	260,133
The Northeastern States:									
New England.....	112,779	75,195	10,903,345	10,171,577	31	1,208,936	484,734	375,225	99,474
Middle Atlantic.....	368,804	231,886	34,987,373	32,197,395	26	3,885,442	1,460,885	1,188,079	372,095
The North Central States:									
East North Central.....	343,291	238,721	37,147,354	34,988,532	30	4,108,727	1,562,533	1,215,571	359,475
West North Central.....	176,171	119,866	16,144,998	15,029,976	23	1,601,369	665,000	527,789	182,811
The South:									
South Atlantic.....	217,838	134,632	20,595,423	19,019,543	40	2,140,576	927,482	777,486	216,482
East South Central.....	100,605	59,815	8,340,226	7,530,318	31	773,198	361,826	304,414	107,183
West South Central.....	162,207	102,073	14,809,427	13,659,383	36	1,426,970	631,149	538,919	168,040
The West:									
Mountain.....	62,343	43,057	6,341,091	5,956,143	37	668,885	254,463	209,094	65,796
Pacific.....	176,882	117,888	20,402,934	19,083,914	38	2,365,146	773,259	636,121	194,337
New England:									
Maine.....	11,623	7,741	920,019	843,535	24	83,453	37,085	29,871	10,904
New Hampshire.....	7,429	5,061	600,767	559,053	30	56,821	24,278	19,197	7,017
Vermont.....	4,623	3,183	379,589	353,013	14	35,223	14,938	12,447	4,322
Massachusetts.....	53,012	35,692	5,541,608	5,205,066	33	649,723	263,527	202,121	42,853
Rhode Island.....	10,392	5,982	843,118	765,746	21	91,250	37,384	29,303	10,127
Connecticut.....	25,700	17,536	2,618,244	2,445,164	36	292,466	107,522	82,286	24,251
Middle Atlantic:									
New York.....	183,312	119,264	18,074,998	16,712,264	26	2,087,971	753,913	616,706	181,774
New Jersey.....	64,891	40,581	6,130,017	5,601,685	40	637,903	227,228	183,897	64,294
Pennsylvania.....	120,601	72,041	10,782,358	9,883,446	21	1,159,568	479,744	387,476	126,027
East North Central:									
Ohio.....	86,881	61,021	9,618,537	9,081,357	33	1,086,093	418,206	327,309	87,328
Indiana.....	41,613	31,533	4,506,881	4,316,503	29	496,971	195,780	155,825	43,560
Illinois.....	98,985	65,221	11,010,989	10,300,633	26	1,251,699	463,129	360,557	105,074
Michigan.....	67,968	50,304	8,133,776	7,742,178	39	874,342	322,949	251,382	74,320
Wisconsin.....	47,844	30,642	3,877,171	3,547,861	21	399,622	162,469	120,498	49,193
West North Central:									
Minnesota.....	35,366	24,462	3,450,297	3,224,155	20	366,606	146,311	112,613	36,181
Iowa.....	35,122	23,950	3,074,945	2,851,465	21	279,130	118,381	93,219	37,000
Missouri.....	47,238	30,228	4,494,783	4,167,237	27	473,990	191,671	154,793	49,427
North Dakota.....	7,743	5,291	662,414	609,222	9	60,621	25,112	21,260	7,751
South Dakota.....	8,338	6,096	678,789	637,699	9	60,910	26,374	21,359	8,310
Nebraska.....	17,034	12,139	1,586,825	1,484,855	21	153,585	64,834	52,708	17,970
Kansas.....	25,330	17,700	2,196,945	2,055,343	30	206,527	92,317	71,837	26,172
South Atlantic:									
Delaware.....	4,300	2,732	485,752	454,448	29	51,901	19,480	16,200	4,011
Maryland.....	24,856	15,828	2,683,819	2,496,355	43	300,646	125,814	102,581	25,142
District of Columbia.....	6,730	5,184	1,217,853	1,182,203	10	171,120	61,924	54,097	6,162
Virginia.....	30,958	20,446	3,113,483	2,916,369	41	326,498	143,266	120,043	30,524
West Virginia.....	18,685	11,407	1,410,767	1,295,415	10	146,604	63,011	54,017	18,139
North Carolina.....	38,054	22,002	3,214,571	2,903,499	43	311,243	144,229	115,993	37,732
South Carolina.....	20,583	11,919	1,520,456	1,347,042	33	139,470	68,901	55,472	19,909
Georgia.....	32,392	19,568	2,953,926	2,712,142	40	288,293	131,326	110,315	32,358
Florida.....	41,280	25,546	3,994,796	3,712,070	71	404,801	169,531	148,768	42,505
East South Central:									
Kentucky.....	26,469	16,037	2,196,488	1,991,664	32	209,351	91,823	76,031	28,770
Tennessee.....	31,056	18,670	2,758,637	2,511,021	33	261,632	121,853	103,253	33,842
Alabama.....	26,154	14,986	2,107,943	1,887,759	29	191,125	92,840	78,062	27,194
Mississippi.....	16,926	10,122	1,277,158	1,139,874	27	111,090	55,310	47,068	17,377
West South Central:									
Arkansas.....	18,783	10,965	1,333,632	1,182,690	23	112,284	53,985	45,797	20,009
Louisiana.....	26,844	15,578	2,337,791	2,124,551	39	237,920	107,792	95,385	26,972
Oklahoma.....	25,313	15,569	2,117,346	1,925,990	30	196,406	87,099	73,875	26,862
Texas.....	91,267	59,961	9,020,658	8,426,152	39	880,360	382,273	323,862	94,197
Mountain:									
Montana.....	8,226	5,868	779,044	731,332	30	78,224	28,578	23,916	8,617
Idaho.....	7,098	5,058	671,485	626,035	16	65,940	24,899	20,575	7,108
Wyoming.....	3,965	2,817	384,194	362,358	25	39,812	14,426	11,995	4,292
Colorado.....	15,465	10,887	1,725,297	1,635,219	38	187,072	72,556	59,076	16,895
New Mexico.....	8,481	5,319	733,093	673,729	54	73,446	29,666	25,066	8,951
Arizona.....	9,721	6,389	982,660	917,646	50	104,711	39,165	32,975	10,164
Utah.....	6,670	4,772	735,251	696,129	28	80,495	32,829	25,040	6,688
Nevada.....	2,717	1,947	330,067	313,695	65	39,185	12,374	10,451	3,081
Pacific:									
Washington.....	26,738	17,800	2,849,494	2,662,366	29	321,602	107,740	85,172	28,431
Oregon.....	19,064	12,324	1,924,332	1,781,688	21	205,311	70,157	59,994	21,936
California.....	131,080	87,764	15,629,108	14,639,860	43	1,838,233	595,362	490,955	143,970

¹Figures for New Jersey and North Carolina have been revised from the figures shown in Preliminary Reports previously issued for these states. The final reports for these states, as well as for other states, may include further revisions.

Table 4.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS—UNITED STATES BY REGIONS, DIVISIONS, AND STATES
Establishments, Sales, Percent Change in Sales Since 1948

Region, division, and State	Grand total, all kinds of business			Food stores			Eating, drinking places			General merchandise group		
	Estab-lish-ments (Number)	Sales		Estab-lish-ments (Number)	Sales		Estab-lish-ments (Number)	Sales		Estab-lish-ments (Number)	Sales	
		Total (\$1,000)	Change in total sales since 1948 (Percent)		Total (\$1,000)	Change in total sales since 1948 (Percent)		Total (\$1,000)	Change in total sales since 1948 (Percent)			
United States, total	1,720,920	169,672,171	32	383,983	39,636,282	35	319,554	13,083,709	23	76,524	18,024,361	14
Regions:												
Northeastern States...	481,583	45,890,718	28	117,957	11,595,677	15	90,114	4,133,136	16	17,563	4,446,331	11
North Central States...	519,462	53,292,352	28	101,738	11,697,562	34	107,345	4,148,485	21	19,210	5,714,965	12
South.....	480,650	43,745,076	37	122,461	10,017,408	40	73,268	2,634,121	31	30,778	5,059,801	16
West.....	239,225	26,744,025	38	41,827	6,325,635	46	48,827	2,167,967	28	8,973	2,803,264	21
The Northeastern States:												
New England.....	112,779	10,903,345	31	25,317	2,734,980	29	18,367	780,494	16	4,872	1,059,769	24
Middle Atlantic.....	368,804	34,987,373	26	92,640	8,860,697	27	71,747	3,352,642	17	12,691	3,386,562	7
The North Central States:												
East North Central.....	343,291	37,147,354	30	71,464	8,478,668	36	74,461	3,074,682	23	11,211	4,065,667	13
West North Central.....	176,171	16,144,998	23	30,274	3,218,894	29	32,884	1,073,803	15	7,999	1,649,298	11
The South:												
South Atlantic.....	217,838	20,595,423	40	55,723	4,720,928	44	32,659	1,330,721	37	13,557	2,399,476	20
East South Central.....	100,605	8,340,226	31	29,221	1,982,105	33	13,061	434,210	21	8,697	1,002,341	8
West South Central.....	162,207	14,809,427	36	37,517	3,314,375	42	27,548	869,190	29	8,524	1,657,984	14
The West:												
Mountain.....	62,343	6,341,091	37	10,061	1,363,012	45	12,916	511,316	29	3,011	673,554	16
Pacific.....	176,882	20,402,934	38	31,766	4,962,623	46	35,911	1,656,651	28	5,962	2,129,710	23
New England:												
Maine.....	11,623	920,019	24	3,193	245,055	17	1,485	40,815	16	834	96,310	32
New Hampshire.....	7,429	600,767	30	1,582	159,966	21	1,064	32,200	10	434	44,298	42
Vermont.....	4,623	379,589	14	971	91,739	10	586	17,562	9	321	33,432	12
Massachusetts.....	53,012	5,541,608	33	12,307	1,409,969	35	8,749	435,935	13	1,787	572,209	20
Rhode Island.....	10,392	843,118	21	2,115	197,194	14	1,917	63,886	8	655	81,656	12
Connecticut.....	25,700	2,618,244	36	5,149	631,057	32	4,566	190,096	27	841	231,864	35
Middle Atlantic:												
New York.....	183,312	18,074,998	26	46,406	4,661,350	26	35,316	1,930,966	16	6,371	1,688,001	9
New Jersey.....	64,891	6,130,017	40	15,266	1,566,347	35	13,455	590,873	27	2,126	439,467	25
Pennsylvania.....	120,601	10,782,358	21	30,968	2,633,000	25	22,976	830,803	12	4,194	1,259,094	0
East North Central:												
Ohio.....	86,881	9,618,537	33	19,852	2,313,717	38	17,239	770,405	23	2,790	1,174,777	19
Indiana.....	41,613	4,506,881	29	8,233	980,930	32	7,542	324,899	27	1,520	488,865	13
Illinois.....	98,985	11,010,989	26	20,762	2,408,359	32	22,283	1,012,667	21	3,101	1,110,303	12
Michigan.....	67,968	8,133,776	39	14,546	1,932,367	46	13,476	589,765	32	2,236	867,759	20
Wisconsin.....	47,844	3,877,171	21	8,071	843,295	28	13,921	376,946	13	1,564	423,963	4
West North Central:												
Minnesota.....	35,366	3,450,297	20	6,538	691,699	26	6,781	250,202	9	1,577	378,122	9
Iowa.....	35,122	3,074,945	21	5,494	586,671	29	6,459	188,055	14	1,322	269,662	3
Missouri.....	47,238	4,494,783	27	9,282	936,178	34	8,984	304,119	18	2,526	532,543	20
North Dakota.....	7,743	662,414	9	1,233	109,383	15	1,609	53,192	6	425	64,199	4
South Dakota.....	8,338	678,789	9	1,149	120,833	15	1,513	44,962	6	420	64,048	-7
Nebraska.....	17,034	1,586,825	21	2,564	295,043	24	3,218	118,151	29	725	165,405	11
Kansas.....	25,330	2,196,945	30	4,014	479,087	38	4,320	115,122	18	1,004	175,319	13
South Atlantic:												
Delaware.....	4,300	485,752	29	893	94,787	44	685	28,863	43	173	48,193	136
Maryland.....	24,856	2,683,819	43	6,476	663,962	44	5,003	242,490	36	1,010	306,253	32
District of Columbia.....	6,730	1,217,853	10	1,484	224,737	7	1,357	109,868	10	199	181,072	-2
Virginia.....	30,958	3,113,483	41	7,819	725,286	46	4,383	179,189	34	2,664	390,249	24
West Virginia.....	18,685	1,410,767	10	5,332	362,045	19	3,410	77,886	0	1,447	217,108	-10
North Carolina.....	38,054	3,214,571	43	10,583	691,814	45	4,132	136,345	48	2,906	395,172	24
South Carolina.....	20,583	1,520,456	33	5,986	376,134	37	2,153	62,527	39	1,399	171,233	8
Georgia.....	32,392	2,953,926	40	9,378	675,517	43	3,618	139,870	30	2,224	353,539	25
Florida.....	41,280	3,994,796	71	7,772	906,646	71	7,918	353,683	62	1,535	336,657	36
East South Central:												
Kentucky.....	26,469	2,196,488	32	7,430	527,409	32	3,931	150,350	32	2,200	258,652	9
Tennessee.....	31,056	2,758,637	33	8,737	639,802	42	4,313	135,161	18	2,388	329,626	10
Alabama.....	26,154	2,107,943	29	8,162	525,959	29	2,886	95,603	15	2,321	264,818	8
Mississippi.....	16,926	1,277,158	27	4,892	288,935	22	1,931	53,096	15	1,788	149,245	2
West South Central:												
Arkansas.....	18,783	1,333,632	23	5,329	299,033	33	2,379	62,937	30	1,523	148,954	-8
Louisiana.....	26,844	2,337,791	39	7,989	494,190	36	5,000	174,465	24	1,637	295,628	15
Oklahoma.....	25,313	2,117,346	30	5,246	483,611	39	4,332	122,604	29	2,267	237,004	16
Texas.....	91,267	9,020,658	39	18,953	2,037,541	45	15,837	509,184	32	4,097	976,398	18
Mountain:												
Montana.....	8,226	779,044	30	1,294	155,300	26	2,073	81,006	20	367	67,430	8
Idaho.....	7,098	671,485	16	1,120	139,546	24	1,472	47,718	1	369	73,133	5
Wyoming.....	3,965	384,194	25	534	79,285	34	798	35,579	18	206	33,543	11
Colorado.....	15,465	1,725,297	38	2,502	379,374	50	2,762	124,732	40	597	178,772	14
New Mexico.....	8,481	733,093	54	1,522	159,932	64	1,634	58,060	53	564	81,597	50
Arizona.....	9,721	982,660	50	1,659	230,110	63	2,159	79,267	38	459	105,902	12
Utah.....	6,670	735,251	28	1,123	153,448	35	1,223	45,082	14	339	103,077	15
Nevada.....	2,717	330,067	65	307	66,017	69	795	39,872	49	110	30,100	36
Pacific:												
Washington.....	26,738	2,849,494	29	5,315	657,791	32	5,143	209,323	18	993	345,926	22
Oregon.....	19,064	1,924,332	21	3,586	464,002	32	3,782	137,071	19	771	214,531	6
California.....	131,080	15,629,108	43	22,865	3,840,830	50	26,986	1,310,257	31	4,198	1,569,253	26

Note: Minus sign (-) denotes decrease.

Table 4.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS—UNITED STATES BY REGIONS, DIVISIONS, AND STATES--Con.
Establishments, Sales, Percent Change in Sales Since 1948

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Region, division, and State	Apparel, accessories stores			Furniture, home furnishings, appliance dealers			Automotive group			Gasoline service stations		
	Estab-lish-ments (Number)	Sales		Estab-lish-ments (Number)	Sales		Estab-lish-ments (Number)	Sales		Estab-lish-ments (Number)	Sales	
		Total (\$1,000)	Change in total sales since 1948 (Percent)		Total (\$1,000)	Change in total sales since 1948 (Percent)		Total (\$1,000)	Change in total sales since 1948 (Percent)		Total (\$1,000)	Change in total sales since 1948 (Percent)
United States total..	119,712	11,069,909	14	91,750	8,573,202	30	85,879	29,810,125	48	181,734	10,780,052	66
Regions:												
Northeastern States....	42,311	3,889,501	9	25,943	2,456,524	25	17,923	6,885,614	53	38,025	2,171,994	58
North Central States...	32,537	3,010,860	9	27,370	2,510,045	33	27,609	9,697,309	42	57,685	3,505,492	54
South.....	28,863	2,677,399	21	24,222	2,135,417	27	27,594	8,552,665	53	57,012	3,091,727	80
West.....	16,001	1,492,149	25	14,215	1,471,216	38	12,753	4,674,537	47	29,012	2,010,839	80
The Northeastern States:												
New England.....	9,114	784,634	11	6,458	515,143	27	5,012	1,751,942	58	10,314	572,240	54
Middle Atlantic.....	33,197	3,104,867	9	19,485	1,941,381	25	12,911	5,133,672	52	27,711	1,599,754	60
The North Central States:												
East North Central.....	23,073	2,204,272	10	18,527	1,796,228	39	17,234	6,753,618	47	35,949	2,371,602	60
West North Central.....	9,464	806,588	6	8,843	713,817	19	10,375	2,943,691	30	21,736	1,133,890	41
The South:												
South Atlantic.....	14,171	1,298,382	21	11,436	1,051,505	33	11,472	3,772,635	58	26,167	1,439,879	83
East South Central.....	5,757	507,022	14	4,859	396,976	17	5,666	1,688,761	45	10,804	593,623	75
West South Central.....	8,935	871,995	26	7,927	686,936	25	10,456	3,091,269	51	20,041	1,058,225	80
The West:												
Mountain.....	3,512	302,303	26	3,193	298,788	32	3,875	1,220,614	51	8,364	521,316	68
Pacific.....	12,489	1,189,846	25	11,022	1,172,428	39	8,878	3,453,923	46	20,648	1,489,523	85
New England:												
Maine.....	812	50,478	1	569	33,924	10	635	163,544	46	1,212	60,655	47
New Hampshire.....	590	36,120	10	456	23,929	2	444	106,273	73	812	40,177	78
Vermont.....	320	18,419	4	284	16,757	21	263	73,196	34	534	24,626	40
Massachusetts.....	4,329	415,712	14	2,971	254,431	27	2,147	828,437	64	4,467	257,965	56
Rhode Island.....	748	69,159	1	570	37,109	4	388	139,371	41	956	45,872	50
Connecticut.....	2,315	194,746	12	1,608	148,993	44	1,135	441,121	58	2,333	142,945	51
Middle Atlantic:												
New York.....	17,899	1,860,102	7	9,815	1,021,109	26	5,448	2,346,686	52	11,565	710,018	61
New Jersey.....	5,632	481,389	23	3,223	342,465	30	2,370	975,369	65	5,403	323,278	65
Pennsylvania.....	9,666	763,376	5	6,447	577,807	21	5,093	1,811,617	44	10,743	566,458	57
East North Central:												
Ohio.....	5,483	523,156	13	5,090	482,459	44	4,610	1,747,113	52	8,756	616,977	63
Indiana.....	2,620	239,249	10	2,462	224,021	28	2,533	872,164	48	5,188	320,660	54
Illinois.....	7,594	762,555	7	4,807	512,002	32	4,344	1,797,611	43	8,919	604,063	54
Michigan.....	4,695	479,037	15	3,785	400,634	54	3,510	1,685,683	53	8,170	569,253	64
Wisconsin.....	2,681	200,275	2	2,383	177,112	31	2,237	651,047	33	4,916	260,649	71
West North Central:												
Minnesota.....	1,982	189,447	13	1,632	144,703	26	1,816	577,683	29	4,226	220,088	27
Iowa.....	1,840	144,111	5	1,975	136,451	22	1,988	546,601	26	4,492	221,595	45
Missouri.....	2,705	239,204	-2	2,297	210,049	22	2,687	794,129	39	5,534	300,858	74
North Dakota.....	355	30,761	6	273	22,383	-3	442	126,691	10	858	42,292	8
South Dakota.....	420	27,415	2	345	21,504	-15	540	134,563	23	1,040	49,226	14
Nebraska.....	808	74,174	10	956	72,702	12	1,058	287,753	26	2,148	125,916	26
Kansas.....	1,354	101,476	15	1,365	106,025	19	1,844	476,271	37	3,438	173,915	44
South Atlantic:												
Delaware.....	335	30,737	12	244	25,871	16	176	72,669	24	475	27,465	68
Maryland.....	1,591	135,599	13	1,050	110,605	29	980	423,742	62	2,301	162,622	100
District of Columbia.....	663	102,908	-14	329	64,845	21	209	192,289	36	422	55,627	54
Virginia.....	1,818	179,754	18	1,560	147,721	30	1,683	574,659	60	4,039	232,122	85
West Virginia.....	1,009	85,132	-10	908	70,739	1	958	253,273	26	2,242	98,106	53
North Carolina.....	2,331	196,654	23	2,123	177,308	32	2,195	609,254	55	5,176	245,354	75
South Carolina.....	1,202	89,959	24	1,092	91,560	33	1,268	299,258	42	2,684	127,415	90
Georgia.....	1,914	171,419	19	1,671	141,922	30	1,927	574,136	51	4,113	222,455	85
Florida.....	3,308	306,220	71	2,459	220,934	68	2,076	773,355	107	4,715	268,713	100
East South Central:												
Kentucky.....	1,400	121,594	4	1,172	98,323	18	1,509	428,346	52	2,641	144,033	82
Tennessee.....	1,732	174,134	23	1,564	133,163	15	1,782	556,266	46	3,388	200,602	78
Alabama.....	1,574	132,830	16	1,324	107,503	20	1,413	433,338	48	2,938	145,484	69
Mississippi.....	1,051	78,464	12	799	57,987	18	962	270,811	31	1,837	103,504	71
West South Central:												
Arkansas.....	982	69,472	14	849	56,523	11	1,184	280,849	31	2,102	91,765	55
Louisiana.....	1,505	159,321	23	1,205	125,782	37	1,141	440,457	59	2,544	161,923	104
Oklahoma.....	1,370	117,419	23	1,376	99,713	24	1,914	451,867	34	3,400	160,388	60
Texas.....	5,078	525,783	30	4,497	404,618	25	6,217	1,918,096	57	11,995	644,149	84
Mountain:												
Montana.....	439	36,091	18	319	30,710	38	490	152,998	43	934	55,584	47
Idaho.....	368	27,068	33	361	30,242	11	462	135,081	26	929	51,563	43
Wyoming.....	234	16,329	9	202	14,628	8	299	85,186	36	575	34,269	22
Colorado.....	884	81,991	25	882	87,865	44	1,029	336,216	54	2,026	124,906	59
New Mexico.....	438	35,702	27	368	31,587	35	501	145,345	74	1,233	67,632	90
Arizona.....	549	48,364	42	560	52,536	41	534	168,416	68	1,315	89,485	120
Utah.....	400	36,145	6	382	36,780	11	404	139,465	50	1,003	64,419	61
Nevada.....	200	20,613	87	119	14,440	66	156	57,907	60	349	33,458	135
Pacific:												
Washington.....	1,494	131,820	12	1,493	131,628	34	1,475	447,341	25	3,355	195,008	59
Oregon.....	1,002	85,553	19	938	84,941	13	1,100	355,201	26	2,525	143,574	59
California.....	9,993	972,473	27	8,591	955,859	43	6,303	2,651,381	54	14,768	1,150,941	94

Note: Minus sign (-) denotes decrease.

Table 4.--PRELIMINARY 1954 RETAIL TRADE REPORT--UNITED STATES BY REGIONS, DIVISIONS, AND STATES--Con.
Establishments, Sales, Percent Change in Sales Since 1948

Region, division, and State	Lumber, bldg. matls., hardware farm equipment dealers			Drug stores, proprietary stores			Other retail stores			Nonstore retailers		
	Estab- lish- ments (Number)	Sales		Estab- lish- ments (Number)	Sales		Estab- lish- ments (Number)	Sales		Estab- lish- ments (Number)	Sales	
		Total (\$1,000)	Changes in total sales since 1948 (Percent)		Total (\$1,000)	Changes in total sales since 1948 (Percent)		Total (\$1,000)	Changes in total sales since 1948 (Percent)		Total (\$1,000)	Changes in total sales since 1948 (Percent)
United States total..	100,472	13,068,144	17	55,990	5,243,530	31	226,824	15,886,807	23	78,498	4,496,050	94
Regions:												
Northeastern States....	20,047	2,573,900	25	15,688	1,251,571	26	69,841	4,984,537	15	26,171	1,501,933	171
North Central States...	42,516	5,131,176	14	16,937	1,694,516	29	63,229	4,593,289	20	23,286	1,588,653	55
South.....	24,258	3,324,212	20	16,248	1,422,869	32	57,609	3,945,599	36	18,337	883,858	90
West.....	13,651	2,038,856	14	7,117	874,574	38	36,145	2,363,382	32	10,704	521,606	89
The Northeastern States:												
New England.....	4,818	657,947	20	4,034	340,332	26	18,296	1,383,337	22	6,177	322,527	160
Middle Atlantic.....	15,229	1,915,953	27	11,654	911,239	26	51,545	3,601,200	12	19,994	1,179,406	407
The North Central States:												
East North Central.....	23,738	3,057,491	19	10,933	1,186,763	31	41,224	3,002,633	13	15,477	1,155,730	63
West North Central.....	18,778	2,073,685	6	6,004	507,753	25	22,005	1,590,656	38	7,809	432,923	37
The South:												
South Atlantic.....	9,272	1,389,791	34	7,008	689,741	38	27,343	2,044,964	30	9,030	457,401	82
East South Central.....	5,050	637,320	18	3,378	253,785	25	10,839	703,233	42	3,273	140,850	73
West South Central.....	9,936	1,297,101	8	5,862	479,343	28	19,427	1,197,402	44	6,034	285,607	115
The West:												
Mountain.....	4,521	628,005	13	2,151	234,378	44	8,634	502,798	32	2,105	85,007	83
Pacific.....	9,130	1,410,851	14	4,966	640,196	36	27,511	1,860,584	32	8,599	436,599	90
New England:												
Maine.....	541	52,068	90	359	25,530	32	1,492	135,545	25	491	16,095	174
New Hampshire.....	345	36,178	2	205	14,278	6	1,167	97,859	29	330	9,489	216
Vermont.....	297	25,971	1	133	8,428	14	744	64,973	1	170	4,486	242
Massachusetts.....	2,192	311,494	30	2,062	175,362	26	8,778	662,577	20	3,223	217,517	137
Rhode Island.....	395	52,197	27	355	31,031	21	1,666	99,433	18	627	26,210	301
Connecticut.....	1,048	180,039	22	920	85,703	35	4,449	322,950	28	1,336	48,730	217
Middle Atlantic:												
New York.....	7,241	902,946	36	5,884	465,496	25	27,479	1,954,610	13	9,888	533,714	168
New Jersey.....	2,741	392,214	40	1,760	152,097	31	9,463	661,338	24	3,452	205,180	537
Pennsylvania.....	5,247	620,793	10	4,010	293,646	26	14,603	985,252	4	6,654	440,512	122
East North Central:												
Ohio.....	5,661	760,406	22	2,791	292,270	35	10,240	765,699	5	4,369	171,558	148
Indiana.....	3,283	432,212	20	1,409	147,438	29	5,410	391,162	8	1,413	85,281	96
Illinois.....	6,223	808,897	18	3,171	333,155	28	12,819	983,230	26	4,962	678,147	27
Michigan.....	4,861	656,409	29	2,394	313,263	35	7,389	484,471	7	2,906	155,135	279
Wisconsin.....	3,710	399,567	6	1,168	100,637	22	5,366	378,071	11	1,827	65,609	214
West North Central:												
Minnesota.....	3,943	436,344	9	960	99,126	27	4,341	333,567	42	1,570	129,316	12
Iowa.....	4,315	477,433	3	1,093	82,688	25	4,212	377,548	34	1,932	44,130	154
Missouri.....	3,085	376,934	29	1,823	163,595	19	5,941	425,541	14	2,374	211,633	25
North Dakota.....	1,396	145,397	-5	217	18,316	27	786	45,740	70	149	4,060	1,578
South Dakota.....	1,268	129,813	-8	269	19,621	20	1,051	61,702	56	323	5,102	184
Nebraska.....	2,134	232,983	1	665	47,860	24	2,155	149,818	52	603	17,020	322
Kansas.....	2,637	274,781	0	977	76,547	39	3,519	196,740	92	858	21,662	212
South Atlantic:												
Delaware.....	208	29,757	7	153	14,003	60	769	103,414	7	189	9,993	-11
Maryland.....	1,065	174,915	61	792	100,005	58	3,021	257,692	24	1,567	105,934	50
District of Columbia.....	171	31,379	-8	322	55,261	5	1,233	174,422	9	341	25,445	123
Virginia.....	1,321	195,758	22	843	102,524	33	3,622	344,473	31	1,206	41,748	349
West Virginia.....	740	82,458	7	439	38,008	15	1,685	106,374	1	515	19,638	117
North Carolina.....	1,660	255,136	37	1,020	95,310	43	4,488	330,959	47	1,440	81,265	75
South Carolina.....	861	113,910	22	672	48,575	38	2,666	124,152	12	600	15,733	85
Georgia.....	1,373	202,673	30	1,171	96,720	39	3,857	274,027	43	1,146	101,648	46
Florida.....	1,873	303,805	59	1,596	139,335	47	6,002	329,451	53	2,026	55,997	270
East South Central:												
Kentucky.....	1,527	185,344	22	782	73,695	26	3,095	181,711	34	782	27,031	219
Tennessee.....	1,488	205,445	19	1,050	76,985	23	3,464	225,527	36	1,150	81,926	30
Alabama.....	1,123	136,909	17	898	62,995	25	2,614	180,128	34	901	22,376	185
Mississippi.....	912	109,622	11	648	40,110	31	1,666	115,867	90	440	9,517	326
West South Central:												
Arkansas.....	1,067	130,665	4	656	39,316	20	2,225	142,131	41	487	11,687	504
Louisiana.....	1,254	188,764	27	937	80,267	36	2,681	158,149	29	951	58,845	589
Oklahoma.....	1,868	207,481	-3	1,006	74,513	22	2,690	134,164	52	844	28,582	198
Texas.....	5,747	770,191	8	3,263	285,247	29	11,831	762,958	47	3,752	186,493	65
Mountain:												
Montana.....	849	105,636	16	240	20,909	38	988	68,642	67	233	4,738	459
Idaho.....	662	86,409	10	216	19,805	32	922	54,795	17	217	6,125	943
Wyoming.....	307	38,102	6	132	13,010	35	574	32,736	41	104	1,527	316
Colorado.....	1,157	158,251	14	650	74,361	45	2,399	133,485	30	577	45,344	25
New Mexico.....	448	59,933	9	264	27,648	61	1,245	59,303	43	264	6,354	663
Arizona.....	482	99,345	39	330	35,183	35	1,321	64,768	29	353	9,284	361
Utah.....	499	59,810	13	224	26,433	46	794	62,473	10	279	8,119	55
Nevada.....	117	20,519	54	95	17,029	70	391	26,596	46	78	3,516	1,232
Pacific:												
Washington.....	1,743	223,505	24	862	94,539	42	3,647	331,657	26	1,218	80,956	106
Oregon.....	1,359	159,943	6	545	51,281	32	2,621	191,743	10	835	36,492	9
California.....	6,028	1,027,403	14	3,559	494,376	36	21,243	1,337,184	37	6,546	319,151	103

Note: Minus sign (-) denotes decrease.

Table 5.--PRELIMINARY 1954 RETAIL TRADE REPORT--SELECTED STANDARD METROPOLITAN AREAS
(1948 data revised (except where otherwise noted) to exclude milk dealers not in scope of 1954 Census of Business.)

Standard metropolitan area	Sales								
	Total SMA			Central city			Remainder of area		
	1954	1948	Change in total since 1948	1954	1948	Change in total since 1948	1954	1948	Change in total since 1948
	(\$1,000)	(\$1,000)	(Percent)	(\$1,000)	(\$1,000)	(Percent)	(\$1,000)	(\$1,000)	(Percent)
Akron, Ohio.....	515,987	393,030	31	382,194	314,365	22	133,793	78,665	70
Albany-Schenectady-Troy, N.Y.....	659,427	551,090	20	480,378	401,153	20	179,049	149,937	19
Allentown-Bethlehem-Easton, Pa.....	474,448	395,794	20	308,268	¹ 263,696	17	166,180	¹ 138,111	20
Atlanta, Ga. ²	963,229	671,335	43	751,673	528,446	42	211,556	¹ 146,861	44
Baltimore, Md.....	1,566,961	1,192,237	31	1,248,774	1,018,843	23	318,187	173,394	84
Birmingham, Ala.....	532,582	438,600	21	423,316	¹ 342,491	24	109,266	¹ 99,261	10
Buffalo, N. Y.....	1,365,755	1,005,435	36	792,945	652,381	21	572,810	353,054	62
Chicago, Ill.....	7,535,219	5,928,232	27	5,006,968	4,316,009	16	2,528,251	1,612,223	57
Cincinnati, Ohio.....	1,151,383	863,202	33	774,220	610,733	27	377,163	252,469	49
Cleveland, Ohio.....	1,963,334	1,484,141	32	1,362,534	1,147,657	19	600,800	336,484	79
Columbus, Ohio.....	717,294	500,863	43	627,160	455,377	38	90,134	45,486	98
Dallas, Texas ²	1,094,436	¹ 704,804	55	928,202	¹ 621,858	49	166,234	¹ 82,946	100
Dayton, Ohio.....	605,758	436,304	39	461,394	337,688	37	144,364	98,616	46
Denver, Colo.....	887,438	591,343	50	696,384	¹ 510,219	27	191,054	¹ 84,482	126
Detroit, Mich.....	4,184,374	2,973,070	41	2,522,139	2,058,222	23	1,662,235	914,848	82
Fort Worth, Texas ²	560,344	397,551	41	503,839	365,237	38	56,505	32,314	75
Grand Rapids, Mich.....	392,683	289,511	36	315,724	¹ 240,356	31	103,172	¹ 55,784	85
Houston, Texas ²	1,212,865	¹ 818,603	48	1,052,257	¹ 697,060	51	160,608	¹ 121,543	32
Indianapolis, Ind.....	824,962	617,249	34	768,540	579,215	33	56,422	38,034	48
Kansas City, Mo.....	1,245,810	977,848	27	809,677	740,374	9	436,133	237,474	84
Los Angeles-Long Beach, Calif.....	7,115,916	4,684,083	52	3,732,556	¹ 2,663,927	40	3,383,360	2,039,908	66
Louisville, Ky ²	716,724	509,771	41	551,487	¹ 411,095	34	165,237	¹ 106,014	56
Memphis, Tenn.....	610,734	¹ 485,432	26	579,226	¹ 461,826	25	31,508	23,606	33
Miami, Fla.....	983,194	977,483	70	616,094	¹ 388,283	59	367,100	¹ 192,851	90
Milwaukee, Wisc.....	1,148,247	122,284	26	932,382	¹ 794,283	17	215,865	¹ 131,996	64
Minneapolis-St. Paul, Minn.....	1,539,061	1,238,826	24	1,297,323	1,109,878	17	241,738	128,948	87
New Orleans, La.....	762,523	552,629	38	665,047	¹ 506,924	31	97,476	¹ 46,287	111
New York-Northeastern New Jersey.....	15,850,328	12,473,435	27	9,920,998	8,751,010	13	5,929,330	3,722,425	59
Norfolk-Portsmouth ²	502,210	343,749	46	421,517	296,502	42	80,693	47,247	71
Oklahoma City, Okla ²	461,385	¹ 317,913	45	419,879	¹ 290,068	45	41,506	¹ 27,845	49
Omaha, Nebr.....	483,269	377,781	28	388,966	¹ 308,452	26	94,303	¹ 74,557	26
Philadelphia, Pa.....	4,300,505	3,257,397	32	2,456,546	¹ 2,068,137	19	1,843,959	¹ 1,189,260	55
Phoenix, Ariz ²	476,892	¹ 311,336	53	303,637	¹ 209,171	45	173,255	¹ 102,165	70
Pittsburgh, Pa.....	2,266,607	1,942,568	17	903,842	862,220	5	1,362,765	1,080,348	26
Portland, Oreg ²	918,920	765,854	20	674,783	571,273	18	244,137	194,581	25
Richmond, Va.....	421,434	333,042	27	387,285	315,176	23	34,149	17,866	91
Rochester, N. Y. ²	624,421	482,039	30	541,093	413,198	31	83,328	68,841	21
Sacramento, Calif.....	456,627	¹ 297,393	54	347,887	¹ 236,730	47	108,740	¹ 60,573	80
St. Louis, Mo.....	2,054,763	1,540,790	33	1,157,195	966,381	20	897,568	574,409	56
San Antonio, Tex ²	557,141	386,276	44	548,599	371,399	48	8,542	¹ 14,877	-43
San Bernardino-Riverside-Ontario, Calif.....	626,860	¹ 411,355	52	280,915	¹ 188,194	49	345,945	¹ 223,161	55
San Diego, Calif.....	804,096	505,670	59	527,079	¹ 367,780	43	277,017	¹ 139,660	98
San Francisco-Oakland, Calif.....	3,004,192	2,351,286	28	1,745,974	1,577,147	11	1,258,218	774,139	63
Seattle, Wash ²	988,520	749,133	32	807,665	609,928	32	180,855	139,205	30
Syracuse, N. Y.....	449,358	342,909	31	338,287	280,909	20	111,071	62,000	79
Tampa-St. Petersburg, Fla ²	607,945	362,058	68	487,991	¹ 274,081	78	119,954	¹ 90,394	33
Toledo, Ohio.....	508,106	430,570	18	442,046	¹ 393,567	12	66,060	¹ 49,379	34
Washington, D. C.....	2,027,115	1,471,596	38	1,217,853	¹ 1,111,643	9	809,262	¹ 374,202	116
Wilkes-Barre-Hazleton, Pa.....	315,052	300,798	5	155,930	¹ 148,861	5	159,122	¹ 156,574	2
Youngstown, Ohio.....	592,926	461,880	28	247,460	210,510	18	345,466	251,370	37

Note: Minus sign (-) denotes decrease.

¹Data for 1948 not revised to exclude milk dealers (dairies) not in the scope of the 1954 Census of Business.

²Relatively important annexations to these central cities, made subsequent to 1948, have the effect of obscuring the difference in the change in sales from 1948 in the central city as compared with the remainder of the standard metropolitan area in which the city is located.

³Revision of 1948 data includes changes in addition to those resulting from the exclusion of milk dealers.

SELECTED STANDARD METROPOLITAN AREA DEFINITIONS

AKRON METROPOLITAN AREA--Coextensive with Summit County, Ohio

ALBANY-SCHENECTADY-TROY METROPOLITAN AREA--Consists of Albany, Rensselaer, and Schenectady Counties, N. Y.

ALLENTOWN-BETHLEHEM-EASTON METROPOLITAN AREA--Consists of Lehigh and Northampton Counties, Pa., and Warren County, N. J.

ATLANTA METROPOLITAN AREA--Consists of Cobb, DeKalb, and Fulton Counties, Ga.

BALTIMORE METROPOLITAN AREA--Consists of Baltimore city, Baltimore and Anne Arundel Counties, Md.

BIRMINGHAM METROPOLITAN AREA--Coextensive with Jefferson County, Ala.

BUFFALO METROPOLITAN AREA--Consists of Erie and Niagara Counties, N. Y.

CHICAGO METROPOLITAN AREA--Consists of Cook, DuPage, Kane, Lake, and Will Counties, Ill.; and Lake County, Ind.

CINCINNATI METROPOLITAN AREA--Consists of Hamilton County, Ohio; Campbell and Kenton Counties, Ky.

CLEVELAND METROPOLITAN AREA--Consists of Cuyahoga and Lake Counties, Ohio

COLUMBUS METROPOLITAN AREA--Coextensive with Franklin County, Ohio

DALLAS METROPOLITAN AREA--Coextensive with Dallas County, Tex.

DAYTON METROPOLITAN AREA--Consists of Greene and Montgomery Counties, Ohio

DENVER METROPOLITAN AREA--Consists of Adams, Arapahoe, Denver, and Jefferson Counties, Colo.

DETROIT METROPOLITAN AREA--Consists of Macomb, Oakland, and Wayne Counties, Mich.

FORT WORTH METROPOLITAN AREA--Coextensive with Tarrant County, Tex.

GRAND RAPIDS METROPOLITAN AREA--Coextensive with Kent County, Mich.

HOUSTON METROPOLITAN AREA--Coextensive with Harris County, Tex.

INDIANAPOLIS METROPOLITAN AREA--Coextensive with Marion County Ind.

KANSAS CITY METROPOLITAN AREA--Consists of Johnson and Wyandotte Counties, Kans., and Clay and Jackson Counties, Mo.

LOS ANGELES-LONG BEACH METROPOLITAN AREA--Consists of Los Angeles and Orange Counties, Calif.

LOUISVILLE METROPOLITAN AREA--Consists of Jefferson County, Ky., and Clark and Floyd Counties, Ind.

MEMPHIS METROPOLITAN AREA--Coextensive with Shelby County, Tenn.

MIAMI METROPOLITAN AREA--Coextensive with Dade County, Fla.

MILWAUKEE METROPOLITAN AREA--Coextensive with Milwaukee County, Wis.

MINNEAPOLIS-ST. PAUL METROPOLITAN AREA--Consists of Anoka, Dakota, Hennepin, and Ramsey Counties, Minn.

NEW ORLEANS METROPOLITAN AREA--Consists of Jefferson, Orleans, and St. Bernard Parishes, La.

NEW YORK-NORTHEASTERN NEW JERSEY METROPOLITAN AREA--Consists of New York City (Bronx, Kings, New York, Queens, and Richmond Counties); Nassau, Rockland, Suffolk, and Westchester Counties, N. Y.; Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, and Union Counties, N. J.

NORFOLK-PORTSMOUTH METROPOLITAN AREA--Consists of Norfolk and Princess Anne Counties; and the cities of Norfolk, South Norfolk, Portsmouth, and Virginia Beach, Va.

OKLAHOMA CITY METROPOLITAN AREA--Coextensive with Oklahoma County, Okla.

OMAHA METROPOLITAN AREA--Consists of Douglas and Sarpy Counties, Nebr., Pottawattamie County, Iowa

PHILADELPHIA METROPOLITAN AREA--Consists of Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, Pa.; and Burlington, Camden, and Gloucester Counties, N. J.

PHOENIX METROPOLITAN AREA--Coextensive with Maricopa County, Ariz.

PITTSBURGH METROPOLITAN AREA--Consists of Allegheny, Beaver, Washington, and Westmoreland Counties, Pa.

PORTLAND METROPOLITAN AREA--Consists of Clackamas, Multnomah, and Washington Counties, Oreg.; Clark County, Wash.

RICHMOND METROPOLITAN AREA--Consists of Richmond city; Chesterfield, and Henrico Counties, Va.

ROCHESTER METROPOLITAN AREA--Coextensive with Monroe County, N. Y.

SACRAMENTO METROPOLITAN AREA--Coextensive with Sacramento County, Calif.

ST. LOUIS METROPOLITAN AREA--Consists of St. Louis city, St. Charles, and St. Louis Counties, Mo.; and Madison and St. Clair Counties, Ill.

SAN ANTONIO METROPOLITAN AREA--Coextensive with Bexar County, Tex.

SAN BERNARDINO-RIVERSIDE-ONTARIO METROPOLITAN AREA--Consists of San Bernardino and Riverside Counties, Calif.

SAN DIEGO METROPOLITAN AREA--Coextensive with San Diego County, Calif.

SAN FRANCISCO-OAKLAND METROPOLITAN AREA--Consists of Alameda, Contra Costa, Marin, San Francisco, San Mateo, and Solano Counties, Calif.

SEATTLE METROPOLITAN AREA--Coextensive with King County, Wash.

SYRACUSE METROPOLITAN AREA--Coextensive with Onondaga County, N. Y.

TAMPA-ST. PETERSBURG METROPOLITAN AREA--Consists of Hillsborough and Pinellas Counties, Fla.

TOLEDO METROPOLITAN AREA--Coextensive with Lucas County, Ohio

WASHINGTON METROPOLITAN AREA--Consists of the District of Columbia; Alexandria and Falls Church cities; Arlington and Fairfax Counties, Va.; Montgomery and Prince Georges Counties, Md.

WILKES-BARRE--HAZLETON METROPOLITAN AREA--Coextensive with Luzerne County, Pa.

YOUNGSTOWN METROPOLITAN AREA--Consists of Mahoning and Trumbull Counties, Ohio; Mercer County, Pa.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table 4 in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Central Business District Bulletins <input type="checkbox"/> Census Volumes	Wholesale Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes	Selected Service Trades <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes
<input type="checkbox"/> Public Merchandise Warehouses <input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

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1954 Census of Business RETAIL TRADE

January 1956

Series: PR-1-2

ALABAMA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the “employer” universe, and those with no paid employment during 1954, i. e., the “non-employer” universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of “Employers”

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of “Non-Employers”

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “non-employer” segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

ALABAMA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	26,154	14,986	2,107,943	1,887,759	28,724	16,045	1,631,677	1,466,196
Food stores.....	8,162	2,954	525,959	414,129	11,828	3,903	409,081	299,707
Eating, drinking places.....	2,886	2,026	95,603	84,675	3,990	2,409	83,421	75,228
General merchandise group.....	2,321	1,389	264,818	243,510	2,347	1,554	246,149	230,904
Apparel, accessories stores.....	1,574	1,382	132,830	129,930	1,181	1,009	114,280	112,230
Furniture, home furnishings, appliance dealers.....	1,324	1,108	107,503	104,071	1,229	1,047	89,831	87,220
Automotive group.....	1,413	1,081	433,338	421,816	1,241	1,134	292,931	288,929
Gasoline service stations.....	2,938	1,754	145,484	118,442	2,897	1,805	86,280	71,896
Lumber, bldg. matls., hardware, farm equipment dealers..	1,123	909	136,909	132,201	1,119	988	117,315	114,633
Drug stores, proprietary stores.....	898	756	62,995	60,291	867	756	50,553	48,818
Other retail stores.....	2,614	1,490	180,128	164,706	1,959	1,380	133,975	128,817
Nonstore retailers.....	901	137	22,376	13,988	66	60	7,861	7,816

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Alabama, total.....	26,154	14,986	2,107,943	1,887,759	191,125	92,840	78,052	27,194	8,162	525,959	2,886	95,603
2	Autauga County.....	134	64	6,146	4,800	376	223	167	137	47	1,908	9	151
3	Prattville.....	88	52	4,661	3,893	339	193	150	91	31	1,587	9	151
4	Remainder of County.....	46	12	1,525	907	37	25	17	46	16	321
5	Baldwin County.....	462	298	32,192	29,053	2,518	1,262	1,052	484	102	8,756	79	1,978
6	Bay Minette.....	88	62	6,795	6,439	525	284	216	96	20	1,713	15	230
7	Fairhope.....	64	50	5,552	5,128	479	254	221	74	16	2,113	16	332
8	Remainder of County.....	310	186	19,845	17,483	1,514	724	625	314	66	4,930	54	1,366
9	Barbour County.....	285	131	13,057	10,705	903	538	424	312	83	3,352	21	452
10	Eufaula.....	131	71	8,344	7,292	690	395	319	142	39	2,181	11	347
11	Remainder of County.....	154	60	4,713	3,413	213	143	105	170	44	1,171	10	85
12	Bibb County.....	147	65	7,612	5,276	416	255	190	167	46	2,087	6	247
13	Blount County.....	222	94	12,455	9,145	610	379	286	239	70	2,717	15	515
14	Oneonta.....	124	64	8,686	7,182	512	311	236	140	36	1,822	8	243
15	Remainder of County.....	98	30	3,769	1,963	93	68	50	99	34	895	7	272
16	Bullock County.....	141	57	5,311	4,127	360	185	159	143	54	1,657	7	129
17	Union Springs.....	94	44	4,595	3,805	342	172	146	95	32	1,334	7	129
18	Remainder of County.....	47	13	716	322	18	13	13	48	22	323
19	Butler County.....	233	109	14,097	11,667	1,247	605	495	237	93	4,149	11	210
20	Greenville.....	130	74	9,952	8,944	1,017	458	374	133	49	2,957	6	106
21	Remainder of County.....	103	35	4,145	2,723	230	147	121	104	44	1,192	5	102
22	Calhoun County.....	780	486	69,570	63,436	6,407	3,087	2,447	794	216	18,150	104	4,346
23	Anniston.....	514	332	55,782	52,074	5,604	2,522	2,033	498	125	12,946	71	3,606
24	Jacksonville.....	56	32	2,935	2,171	159	106	77	64	18	1,404	5	68
25	Piedmont.....	74	50	4,804	4,342	310	209	150	90	21	1,683	9	90
26	Remainder of County.....	136	72	6,049	4,849	330	250	187	142	52	2,117	19	582
27	Chambers County.....	293	129	14,244	11,450	841	483	395	316	119	5,815	18	225
28	Laurens.....	74	38	5,238	4,764	306	156	120	74	28	3,280	8	85
29	Remainder of County.....	219	91	9,006	6,686	535	327	275	242	91	2,535	10	140
30	Cherokee County.....	88	44	5,782	4,430	280	155	127	120	22	962	6	96
31	Chilton County.....	237	111	13,987	11,181	872	530	413	242	88	4,099	14	306
32	Clanton.....	133	79	10,717	9,507	786	406	315	135	38	2,628	9	192
33	Remainder of County.....	104	32	3,270	1,674	86	124	98	107	50	1,471	5	114
34	Choctaw County.....	133	53	6,304	4,622	372	194	153	144	25	773	11	122
35	Clarke County.....	222	130	17,927	16,091	1,395	690	556	243	69	3,804	13	426
36	Jackson.....	72	56	8,773	8,381	724	304	269	74	17	1,379	5	156
37	Remainder of County.....	150	74	9,154	7,710	671	386	287	169	52	2,425	8	280
38	Clay County.....	145	63	6,861	5,493	351	195	172	160	56	2,052	5	68
39	Cleburne County.....	74	32	4,419	3,739	209	135	106	78	18	842	4	90
40	Coffee County.....	272	136	15,431	12,753	1,103	563	453	294	94	3,879	19	414
41	Elba.....	61	39	3,832	3,314	342	175	143	63	17	799	6	170
42	Enterprise.....	165	85	10,360	8,668	696	357	283	180	60	2,700	13	244
43	Remainder of County.....	46	12	1,239	771	65	31	27	51	17	360
44	Colbert County.....	398	240	32,068	28,574	2,443	1,266	1,063	412	145	8,997	61	1,979
45	Sheffield.....	181	131	18,527	17,337	1,531	779	660	189	49	4,708	37	1,175
46	Tusculum.....	125	71	10,670	9,434	779	387	321	125	45	2,863	13	494
47	Remainder of County.....	92	38	2,871	1,803	133	100	92	98	51	1,406	11	310
48	Conecuh County.....	175	79	8,286	6,342	642	370	290	166	53	2,266	13	280
49	Evergreen.....	104	60	6,272	5,442	584	326	256	92	26	1,463	8	222
50	Remainder of County.....	71	19	2,014	900	58	44	34	74	27	803	5	58
51	Coosa County.....	85	27	2,595	1,435	89	54	41	90	34	959	5	49
52	Covington County.....	409	219	24,783	21,309	1,948	1,012	828	425	136	6,705	38	713
53	Andalusia.....	163	99	12,816	11,790	1,146	544	460	150	43	3,193	19	421
54	Floralia.....	60	42	3,343	3,001	205	137	101	71	12	658	5	(D)
55	Opp.....	104	60	6,237	5,437	519	286	240	113	27	1,491	13	163
56	Remainder of County.....	82	18	2,387	1,081	78	45	27	91	54	1,363	1	(D)
57	Crenshaw County.....	156	76	7,464	6,006	543	300	252	171	52	1,843	9	167
58	Cullman County.....	368	200	29,237	25,995	1,814	1,038	801	397	88	4,273	26	735
59	Cullman.....	233	157	24,692	23,152	1,641	936	724	242	54	3,103	20	684
60	Remainder of County.....	135	43	4,545	2,843	173	102	77	155	34	1,170	6	51
61	Dale County.....	219	101	10,583	8,103	704	436	361	224	93	4,220	12	215
62	Ozark.....	121	77	7,005	6,161	584	356	290	123	36	1,950	9	188
63	Remainder of County.....	98	24	3,578	1,942	120	80	71	101	57	2,270	3	107
64	Dallas County.....	459	289	39,050	35,912	4,016	2,188	1,858	467	150	9,888	66	1,608
65	Selma.....	326	226	33,270	31,718	3,687	1,971	1,681	324	88	8,153	60	1,380
66	Remainder of County.....	133	63	5,780	4,194	329	217	177	143	62	1,735	6	228
67	De Kalb County.....	350	152	18,932	14,844	1,124	653	533	411	100	4,119	22	367
68	Fort Payne.....	170	96	11,547	10,325	905	501	413	202	46	2,707	15	289
69	Remainder of County.....	180	56	7,385	4,519	219	152	120	209	54	1,412	7	78

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group-- Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
2,321	264,818	1,574	132,830	1,324	107,503	1,413	433,338	2,938	145,484	1,123	136,909	898	62,995	2,614	180,128	901	22,376	1	
21	758	3	109	6	467	5	907	25	1,058	3	(D)	4	(D)	9	223	2	(D)	2	
6	283	3	109	6	467	5	907	16	445	3	(D)	2	(D)	7	(D)	3	
15	475	9	613	2	(D)	2	(D)	2	(D)	4	
34	1,917	20	785	16	1,083	26	5,269	81	3,926	33	3,923	17	1,067	46	3,416	8	72	5	
6	(D)	4	305	4	224	11	2,306	8	424	6	580	6	266	6	335	2	(D)	6	
4	(D)	5	170	1	(D)	3	(D)	8	424	4	419	3	250	10	519	7	
24	1,250	11	310	11	(D)	12	(D)	65	3,078	23	2,924	8	551	30	2,562	6	(D)	8	
38	1,347	20	928	13	487	15	2,355	35	1,130	12	958	8	464	27	1,396	13	208	9	
11	553	13	767	7	353	10	1,941	7	373	6	652	4	332	14	693	9	152	10	
27	794	7	161	6	134	5	414	28	757	6	306	4	132	13	703	4	56	11	
33	1,286	2	(D)	5	196	8	1,471	22	1,644	9	330	2	(D)	10	148	4	38	12	
26	1,665	9	375	9	335	13	2,610	24	1,399	11	1,039	4	238	19	1,165	22	397	13	
9	666	9	375	6	268	10	2,088	10	860	9	(D)	2	(D)	13	922	12	281	14	
17	999	3	67	3	522	14	539	2	(D)	2	(D)	6	243	10	116	15	
26	482	3	327	8	369	4	(D)	16	595	2	(D)	3	181	14	439	4	68	16	
10	250	3	327	8	369	4	(D)	9	(D)	2	(D)	3	181	12	(D)	4	68	17	
16	232	7	(D)	2	(D)	18	
22	1,726	10	656	10	833	15	3,457	25	731	12	1,100	8	400	19	711	8	64	19	
8	727	10	656	8	(D)	10	2,579	17	459	6	892	6	(D)	8	422	2	(D)	20	
14	999	2	(D)	5	878	8	272	6	268	2	(D)	11	289	6	(D)	21	
31	8,013	58	4,898	54	4,692	59	15,664	113	4,958	25	3,318	20	1,534	72	3,446	28	551	22	
19	7,117	45	4,138	36	3,763	47	14,095	69	2,909	18	2,676	12	976	49	3,093	23	463	23	
2	(D)	5	(D)	9	(D)	3	(D)	6	318	2	(D)	1	(D)	5	82	24	
5	244	6	303	6	375	7	1,455	8	240	2	(D)	2	(D)	8	194	25	
5	(D)	2	(D)	3	(D)	2	(D)	30	1,491	3	(D)	5	347	10	77	5	88	26	
32	699	17	404	8	407	9	1,845	37	1,473	9	831	10	473	28	(D)	6	(D)	27	
8	75	8	177	1	(D)	1	(D)	7	284	1	(D)	3	125	4	(D)	5	76	28	
24	624	9	227	7	(D)	8	(D)	30	1,189	8	(D)	7	348	24	726	1	(D)	29	
16	1,049	3	138	4	192	11	1,214	7	682	6	710	3	85	9	(D)	1	(D)	30	
23	1,476	9	276	11	633	11	3,471	30	1,088	13	1,045	6	335	18	1,154	14	104	31	
10	918	9	276	11	633	11	3,471	15	473	6	816	3	(D)	15	(D)	6	54	32	
13	558	15	615	7	229	3	(D)	3	(D)	8	50	33	
34	1,856	5	150	3	31	5	792	20	684	8	1,321	1	(D)	16	(D)	5	92	34	
34	2,399	11	764	11	559	18	5,483	19	914	13	2,105	8	532	16	769	10	162	35	
7	446	7	564	3	152	9	3,387	8	360	7	1,566	3	194	4	(D)	2	(D)	36	
27	1,953	4	200	8	407	9	2,096	11	554	6	539	5	338	12	(D)	8	(D)	37	
25	831	4	83	5	204	9	1,900	12	553	9	533	6	199	12	(D)	2	(D)	38	
17	1,437	1	(D)	4	157	4	1,441	9	167	4	(D)	9	163	4	22	39	
31	1,370	22	859	12	471	15	4,245	30	871	17	1,887	7	404	20	963	5	68	40	
10	318	8	(D)	2	(D)	4	1,121	5	151	3	(D)	2	(D)	4	(D)	41	
7	538	12	568	9	295	11	3,124	19	633	14	(D)	4	278	12	411	4	(D)	42	
14	514	2	(D)	1	(D)	6	87	1	(D)	4	(D)	1	(D)	43	
23	1,479	27	1,406	20	1,543	27	7,887	33	2,169	16	3,136	10	914	33	2,429	3	129	44	
4	709	12	647	10	797	19	4,472	18	1,254	7	2,459	5	(D)	19	1,760	1	(D)	45	
8	274	13	(D)	10	746	7	(D)	7	665	7	(D)	3	338	10	623	2	(D)	46	
11	496	2	(D)	1	(D)	8	250	2	(D)	2	(D)	4	46	47	
24	942	12	(D)	4	(D)	4	819	25	804	11	1,118	6	226	20	971	3	80	48	
4	378	11	513	2	(D)	4	819	20	676	10	(D)	4	(D)	13	869	2	(D)	49	
20	564	1	(D)	2	(D)	5	128	1	(D)	2	(D)	7	102	1	(D)	50	
13	428	2	(D)	3	87	4	93	7	316	4	(D)	4	163	5	158	4	46	51	
24	1,437	30	1,391	24	1,540	22	5,535	39	1,648	28	2,091	14	1,157	38	2,260	16	306	52	
8	783	14	891	13	941	9	3,056	15	683	10	1,055	5	646	19	1,091	8	56	53	
2	(D)	9	275	3	(D)	5	1,122	9	282	3	128	5	254	7	321	54	
11	503	7	225	8	(D)	8	1,357	6	404	9	626	3	(D)	11	(D)	1	(D)	55	
3	(D)	9	279	6	282	1	(D)	1	(D)	7	(D)	56	
25	1,183	12	438	5	140	5	1,408	24	810	8	572	2	(D)	12	813	2	(D)	57	
61	3,675	20	1,336	18	1,797	34	5,882	44	1,925	13	1,595	7	672	42	7,121	15	226	58	
22	1,847	18	(D)	16	(D)	31	(D)	21	1,361	13	1,595	5	(D)	27	6,797	6	34	59	
39	1,828	2	(D)	2	(D)	3	(D)	23	564	2	(D)	15	324	9	192	60	
25	1,254	6	290	11	387	15	1,791	25	1,043	8	533	11	418	13	432	61	
16	772	6	290	11	387	13	(D)	13	698	6	(D)	6	341	5	340	62	
9	482	2	(D)	12	345	2	(D)	5	77	8	92	63	
36	4,302	34	3,429	25	2,818	29	7,255	43	2,633	12	989	9	1,448	45	4,475	10	205	64	
14	3,289	33	(D)	25	(D)	27	(D)	21	1,581	7	391	9	1,448	34	3,666	8	(D)	65	
22	1,013	1	(D)	...	(D)	2	(D)	22	1,052	5	598	11	809	2	(D)	66	
43	2,789	16	925	23	819	23	2,487	47	1,894	19	2,199	7	584	41	2,488	9	261	67	
6	572	14	(D)	12	538	16	2,106	13	829	12	1,629	4	350	25	1,501	7	(D)	68	
37	2,217	2	(D)	11	281	7	381	34	1,065	7	570	3	234	16	987	2	(D)	69	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Elmore County.....	267	143	14,563	12,007	969	521	401	291	79	3,876	21	443
2	Tallassee (part) ¹	81	49	4,293	3,833	363	184	146	93	14	789	11	201
3	Wetumpka.....	96	56	6,440	5,632	497	256	200	103	27	1,775	7	173
4	Remainder of County.....	90	38	3,830	2,542	109	81	55	95	38	1,312	3	69
5	Escambia County.....	334	206	24,473	22,103	2,096	1,041	851	357	91	5,268	43	1,065
6	Atmore.....	129	89	10,305	9,487	913	477	376	138	39	2,016	11	316
7	Brewton.....	124	74	10,504	9,644	953	444	376	127	30	2,508	14	311
8	Remainder of County.....	81	43	3,664	2,972	230	120	99	92	22	744	19	438
9	Etowah County.....	927	509	72,025	63,053	6,868	3,113	2,685	950	332	20,236	95	2,523
10	Attalla.....	107	51	6,797	5,457	453	260	212	119	42	2,648	11	234
11	CadSDen.....	631	403	57,453	52,487	5,918	2,601	2,246	623	207	14,917	73	2,053
12	Remainder of County.....	189	55	7,755	5,109	497	252	221	208	83	2,671	11	226
13	Fayette County.....	140	72	8,237	6,865	572	324	251	141	39	1,850	10	188
14	Fayette.....	90	64	6,849	6,245	540	304	241	88	20	1,299	8	(D)
15	Remainder of County.....	50	8	1,388	620	32	20	17	53	19	551	2	(D)
16	Franklin County.....	229	115	14,134	11,958	950	476	391	235	53	3,049	11	143
17	Russellville.....	131	71	9,823	8,683	767	365	302	128	52	2,120	9	(D)
18	Remainder of County.....	98	44	4,361	3,275	183	111	89	107	31	929	2	(D)
19	Geneva County.....	243	135	14,071	11,895	974	534	381	260	88	4,569	15	158
20	Geneva.....	88	50	6,670	5,796	487	231	185	102	34	2,677	7	59
21	Remainder of County.....	155	85	7,401	6,099	487	303	196	158	54	1,892	8	99
22	Greene County.....	83	59	6,538	5,960	442	303	225	93	11	1,044	17	584
23	Hale County.....	126	70	6,926	5,844	435	283	204	130	39	1,495	8	240
24	Henry County.....	156	86	9,547	7,867	550	329	260	153	50	2,333	7	124
25	Houston County.....	540	304	45,663	40,809	3,990	1,984	1,671	570	176	9,971	59	1,481
26	Dothan.....	383	241	39,780	36,688	3,715	1,784	1,507	408	117	7,578	45	1,244
27	Remainder of County.....	157	63	5,883	4,129	274	200	164	162	59	2,393	14	237
28	Jackson County.....	297	127	15,031	11,741	1,000	570	477	330	92	3,843	20	326
29	Scottsboro.....	123	77	8,910	8,052	768	437	374	143	27	1,475	7	194
30	Remainder of County.....	174	50	6,121	3,689	232	133	103	187	65	2,368	13	132
31	Jefferson County.....	4,762	3,038	53,252	50,240	5,763	2,573	2,143	4,773	1,332	130,238	734	29,433
32	Bessemer.....	515	281	41,003	37,355	3,632	1,699	1,374	531	194	13,508	54	1,408
33	Birmingham.....	3,104	2,112	42,316	40,168	4,894	2,050	1,784	3,066	792	90,405	482	22,876
34	Fairfield.....	145	101	11,602	10,860	1,072	569	485	143	36	4,166	26	710
35	Homewood.....	77	69	8,730	8,580	721	394	330	62	15	3,633	12	748
36	Leeds (part) ²	72	48	4,596	4,134	334	193	140	76	12	1,392	20	318
37	Lipscomb.....	18	8	613	(D)	29	18	11	19	10	433	2	(D)
38	Mountain Brook.....	56	54	5,776	(D)	535	245	220	49	8	1,750	2	(D)
39	Tarrant City.....	96	68	7,164	7,194	555	306	221	103	20	3,493	17	354
40	Remainder of County.....	79	297	29,252	22,476	1,788	999	803	724	245	11,458	119	2,972
41	Lamar County.....	114	56	5,553	4,315	295	176	135	135	34	1,129	7	(D)
42	Lauderdale County.....	430	238	41,738	37,982	3,888	1,738	1,475	447	158	9,374	30	885
43	Florence.....	298	206	37,941	36,347	3,797	1,687	1,435	302	85	7,396	24	914
44	Remainder of County.....	132	32	3,797	1,635	91	51	40	145	73	1,978	6	71
45	Lawrence County.....	163	69	6,541	4,939	420	233	186	177	71	1,814	6	174
46	Lee County.....	443	255	27,127	23,629	2,349	1,292	1,054	442	157	7,965	68	1,946
47	Auburn.....	118	74	7,489	6,633	653	393	324	117	36	2,668	20	552
48	Opelika.....	230	146	17,210	15,716	1,501	800	649	226	73	4,175	27	775
49	Remainder of County.....	95	35	2,428	1,210	95	99	81	99	48	1,122	21	619
50	Limestone County.....	257	131	17,417	14,487	1,303	782	633	314	98	4,612	15	401
51	Athens.....	160	104	14,794	13,352	1,288	731	598	211	50	3,273	10	344
52	Remainder of County.....	97	27	2,623	1,135	75	51	35	103	48	1,339	5	57
53	Lowndes County.....	105	41	5,191	3,839	271	150	125	120	30	618	2	(D)
54	Macon County.....	188	106	10,125	8,383	829	503	425	212	76	3,474	4	99
55	Tuskegee.....	114	86	7,875	7,307	725	433	368	126	34	2,351	2	(D)
56	Remainder of County.....	74	20	2,250	936	104	70	57	86	42	1,123	2	(D)
57	Madison County.....	611	377	59,729	54,691	5,306	2,597	2,215	640	207	14,696	78	2,723
58	Huntsville.....	462	326	53,696	50,778	4,960	2,397	2,045	482	136	12,792	66	2,429
59	Remainder of County.....	149	51	6,033	3,913	346	200	170	158	71	1,904	12	294
60	Marengo County.....	253	133	13,388	11,444	1,099	611	490	254	83	3,452	22	495
61	Demopolis.....	85	71	7,499	7,203	741	397	318	92	21	1,834	14	313
62	Remainder of County.....	168	62	5,899	4,241	358	214	172	162	62	1,568	8	112
63	Marion County.....	243	127	11,233	8,959	639	387	321	258	69	2,420	24	352
64	Marshall County.....	483	275	34,790	29,946	2,320	1,225	995	545	128	6,753	41	965
65	Albertville.....	144	90	12,441	11,463	815	392	328	167	35	2,291	14	298
66	Boaz.....	109	57	8,629	7,191	506	286	213	122	21	1,300	7	121
67	Cuntersville.....	103	77	8,903	8,169	729	376	301	114	30	1,812	11	315
68	Remainder of County.....	127	51	4,817	3,143	270	171	153	142	42	1,350	9	231
69	Mobile County.....	2,018	1,360	232,682	220,230	23,628	11,102	9,717	1,955	556	60,262	354	13,923
70	Chickasaw.....	38	24	3,375	3,136	228	119	107	42	12	2,162	2	(D)
71	Mobile.....	1,379	977	180,294	173,178	19,580	8,978	7,898	1,283	319	39,939	276	11,251
72	Prichard.....	220	152	25,444	23,878	2,204	1,071	888	206	82	8,360	23	725
73	Remainder of County.....	781	207	23,566	20,038	1,616	934	824	424	143	9,821	53	(D)

Standard Notes: (D) Withheld to avoid disclosure.

¹Tallassee is in Elmore and Tallapoosa counties.

(NA) Not available. n.e.c. Not elsewhere classified.

²Leeds is in Jefferson and St. Clair counties.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
36	2,089	13	554	12	720	13	2,672	31	1,173	13	1,236	7	309	30	1,351	12	140	1	
5	309	5	(D)	5	552	7	1,495	13	278	4	222	2	(D)	9	126	6	65	2	
9	684	7	360	5	(D)	5	(D)	10	371	5	509	3	190	14	1,070	4	(D)	3	
22	1,096	1	(D)	2	(D)	1	(D)	8	524	4	505	2	(D)	7	155	2	(D)	4	
43	2,104	18	1,181	17	1,616	23	6,515	39	1,601	13	2,345	7	802	35	1,894	5	82	5	
14	799	10	564	9	846	7	2,372	9	543	9	1,585	3	(D)	17	881	2	(D)	6	
15	817	4	494	6	(D)	9	3,035	24	789	3	(D)	3	303	13	895	3	(D)	7	
14	488	4	123	2	(D)	7	1,108	6	269	1	(D)	1	(D)	5	118	8	
44	8,640	61	4,946	55	4,394	58	14,138	89	5,472	38	5,279	28	2,178	97	3,783	30	416	9	
7	349	2	(D)	7	309	5	1,056	14	1,042	5	567	2	(D)	12	214	10	
29	8,091	56	4,783	43	3,862	43	12,419	54	3,101	22	3,217	24	1,667	64	2,989	16	344	11	
8	200	3	(D)	5	223	10	663	21	1,329	11	1,495	2	(D)	21	580	14	72	12	
33	1,773	4	150	5	220	6	1,991	17	552	6	750	6	(D)	12	540	2	(D)	13	
18	1,202	4	150	3	(D)	6	1,991	11	384	6	750	4	173	8	492	2	(D)	14	
15	571	2	(D)	6	168	2	(D)	4	48	15	
23	1,556	11	693	12	844	18	3,766	19	762	12	1,542	9	411	29	(D)	2	(D)	16	
7	741	7	431	7	653	12	3,021	9	400	6	1,089	3	321	17	902	2	(D)	17	
16	815	4	262	5	191	6	745	10	362	6	453	6	90	12	(D)	18	
20	1,790	12	434	8	411	18	2,898	29	890	13	901	7	366	28	1,580	5	74	19	
6	696	4	194	6	(D)	6	1,808	11	385	3	149	2	(D)	9	224	20	
14	1,094	8	240	2	(D)	12	1,090	18	505	10	752	5	(D)	19	1,356	5	74	21	
18	1,020	2	(D)	3	27	6	1,506	8	449	4	859	3	134	9	781	2	(D)	22	
24	1,126	12	319	3	(D)	5	1,117	19	678	4	498	3	(D)	5	(D)	4	48	23	
21	1,760	9	548	9	322	5	953	18	792	16	1,494	5	241	16	980	24	
22	5,436	41	3,518	26	1,911	32	10,433	59	2,519	29	4,399	19	1,195	70	4,475	7	325	25	
14	5,010	37	3,412	21	1,704	27	9,945	40	2,132	19	3,930	11	925	45	3,575	7	325	26	
8	426	4	106	5	207	5	488	19	387	10	469	8	270	25	900	27	
60	2,705	17	781	13	970	12	2,628	20	796	16	1,635	8	475	30	743	9	129	28	
14	810	12	709	9	836	11	(D)	13	535	9	1,256	4	317	12	(D)	5	63	29	
46	1,895	5	72	4	134	1	(D)	7	261	7	379	4	158	18	(D)	4	66	30	
177	74,441	324	39,232	233	25,416	198	113,325	536	28,641	192	21,652	212	15,204	562	45,655	262	9,345	31	
19	4,782	43	1,846	24	1,559	25	10,247	56	2,390	14	973	14	1,037	59	3,040	13	213	32	
82	61,550	227	34,384	161	21,310	137	100,017	319	18,695	135	17,628	156	11,340	401	36,695	212	8,416	33	
6	(D)	5	255	14	889	8	189	12	800	8	668	8	393	22	(D)	34	
6	423	10	495	4	(D)	1	(D)	12	798	3	(D)	4	485	8	(D)	2	(D)	35	
7	388	6	181	6	134	2	(D)	10	728	2	(D)	4	205	3	86	36	
1	(D)	2	(D)	3	116	37	
4	168	15	1,049	2	(D)	1	(D)	6	510	4	251	5	711	7	974	2	(D)	38	
2	(D)	8	551	8	552	7	419	8	663	6	277	6	355	9	718	5	(D)	39	
50	4,658	10	471	14	818	15	1,091	110	3,941	20	1,115	15	678	53	1,816	28	264	40	
19	1,072	3	(D)	7	302	7	1,095	16	376	5	419	7	205	9	694	41	
40	7,219	31	3,195	23	2,108	35	9,618	36	1,889	16	2,968	12	1,308	34	2,548	15	626	42	
14	6,055	27	3,181	21	(D)	30	9,573	23	1,462	16	2,968	9	(D)	34	2,548	15	626	43	
26	1,164	4	14	2	(D)	5	45	13	427	3	(D)	44	
28	1,007	3	131	7	144	5	1,346	10	310	10	855	7	320	12	402	4	38	45	
29	2,241	30	1,511	19	1,379	21	4,445	41	2,088	18	1,793	14	1,000	36	2,542	10	217	46	
3	190	10	509	6	274	8	(D)	9	622	6	(D)	5	552	15	513	47	
16	1,733	20	1,002	13	1,105	11	3,247	22	1,259	11	1,262	8	(D)	21	2,029	8	(D)	48	
10	318	2	(D)	10	207	1	(D)	1	(D)	2	(D)	49	
36	1,634	17	1,076	10	363	14	3,481	25	1,203	16	(D)	3	359	21	1,960	2	(D)	50	
10	789	16	(D)	10	363	12	(D)	15	1,029	15	2,251	3	359	17	1,906	2	(D)	51	
26	845	1	(D)	2	(D)	10	174	1	(D)	4	54	52	
31	1,570	1	(D)	3	69	4	1,397	19	723	4	360	1	(D)	8	296	2	(D)	53	
25	1,204	15	653	7	446	11	2,027	22	834	12	862	4	(D)	10	267	2	(D)	54	
8	530	14	(D)	5	(D)	11	2,027	17	742	10	(D)	3	222	10	267	55	
17	674	1	(D)	2	(D)	5	92	2	(D)	1	(D)	2	(D)	56	
44	8,564	30	2,628	28	3,492	38	11,029	59	3,447	32	5,546	17	1,739	60	5,462	18	463	57	
19	6,754	30	2,628	28	3,492	35	10,903	41	3,052	23	4,430	14	1,563	54	(D)	16	(D)	58	
25	1,810	3	126	18	395	9	1,116	3	176	6	(D)	2	(D)	59	
43	2,058	6	473	12	566	8	2,388	21	917	6	1,099	9	354	37	1,454	6	132	60	
8	663	5	(D)	8	430	4	(D)	7	412	4	(D)	2	(D)	8	740	4	(D)	61	
35	1,395	1	(D)	4	136	4	(D)	14	505	2	(D)	7	(D)	29	714	2	(D)	62	
33	1,518	8	497	12	391	18	2,805	33	1,397	16	867	9	324	19	(D)	2	(D)	63	
41	2,478	40	2,097	31	2,423	45	8,721	44	1,870	19	2,502	19	991	53	5,562	22	428	64	
8	535	12	840	10	957	12	2,474	14	604	6	926	6	363	21	3,052	6	101	65	
3	169	9	591	7	666	19	2,364	9	314	6	773	5	145	12	2,017	11	169	66	
10	766	10	478	10	637	9	3,493	7	393	4	401	5	321	5	(D)	2	(D)	67	
20	1,008	9	188	4	163	5	390	14	559	3	402	3	162	15	(D)	3	(D)	68	
87	28,313	140	17,534	111	12,959	89	44,760	231	13,757	73	12,984	90	8,471	206	17,890	81	1,809	69	
5	115	1	(D)	2	(D)	...	(D)	10	482	1	(D)	2	(D)	2	(D)	1	(D)	70	
34	23,575	124	15,906	86	11,178	70	37,154	125	8,111	47	9,941	64	6,467	172	15,428	62	1,344	71	
11	2,740	10	1,475	15	1,448	13	4,664	28	1,504	8	1,626	11	1,055	12	1,619	7	228	72	
37	1,883	5	(D)	8	(D)	6	(D)	68	3,660	17	(D)	13	(D)	20	(D)	11	(D)	73	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Monroe County.....	190	100	11,892	9,264	811	425	359	204	58	3,076	15	358
2	Monroeville.....	84	50	7,762	6,390	648	311	263	90	26	1,967	7	186
3	Remainder of County.....	106	50	4,130	2,874	163	114	96	114	32	1,109	8	172
4	Montgomery County.....	1,205	835	151,452	144,544	16,166	7,625	6,753	1,153	331	29,063	175	8,750
5	Montgomery.....	1,100	790	147,650	142,070	15,898	7,469	6,604	1,039	292	27,806	159	8,012
6	Remainder of County.....	105	45	3,802	2,474	268	156	149	114	39	1,257	16	738
7	Morgan County.....	557	307	37,380	31,910	3,253	1,651	1,390	576	189	9,724	48	1,333
8	Decatur.....	349	227	27,751	25,089	2,690	1,337	1,133	347	92	6,929	39	1,195
9	Hartselle.....	101	55	6,208	5,262	476	252	204	108	33	1,553	5	56
10	Remainder of County.....	107	25	3,421	1,559	87	62	53	121	64	1,242	4	142
11	Perry County.....	159	99	8,516	7,638	639	454	321	168	44	2,057	21	527
12	Marion.....	77	49	5,123	4,703	423	271	197	89	19	1,038	7	234
13	Remainder of County.....	82	50	3,393	2,935	216	183	124	79	25	1,019	14	293
14	Pickens County.....	180	106	9,891	8,505	693	404	302	183	51	2,403	10	278
15	Aliceville.....	54	40	4,520	4,298	360	207	164	57	11	970	5	121
16	Remainder of County.....	126	66	5,371	4,207	333	197	138	126	40	1,433	5	157
17	Pike County.....	271	167	15,719	13,917	1,274	793	661	294	95	3,704	29	805
18	Brundidge.....	54	40	2,992	2,612	187	139	113	61	14	536	2	(D)
19	Troy.....	168	108	11,346	10,324	1,022	601	497	184	59	2,722	21	519
20	Remainder of County.....	49	19	1,375	981	65	53	51	49	22	446	6	(D)
21	Randolph County.....	182	90	8,493	6,733	588	340	275	186	56	2,020	15	308
22	Roanoke.....	91	57	5,422	4,852	442	270	215	89	19	1,097	10	277
23	Remainder of County.....	91	33	3,071	1,881	146	70	60	97	37	923	5	31
24	Russell County.....	307	131	15,788	12,106	920	533	439	353	145	5,962	34	1,608
25	Phenix City.....	222	98	12,101	9,551	759	437	361	259	105	4,989	30	1,506
26	Remainder of County.....	85	33	3,687	2,555	161	96	78	94	40	973	4	102
27	St. Clair County.....	218	98	10,778	7,952	660	357	279	231	94	3,441	18	388
28	Leeds (part) ²	6	***	104	***	***	***	***	(D)	***	***	2	(D)
29	Remainder of County.....	212	98	10,674	7,952	660	357	279	(D)	94	3,441	16	(D)
30	Shelby County.....	294	148	14,533	11,355	848	507	402	303	95	4,537	21	548
31	Sumter County.....	160	100	7,704	6,602	527	323	250	164	43	1,599	8	168
32	Talladega County.....	590	350	39,896	35,426	3,372	1,708	1,344	616	194	11,641	48	1,283
33	Childersburg.....	56	38	2,934	2,630	267	141	103	58	6	841	6	(D)
34	Sylacauga.....	200	138	17,331	16,195	1,555	801	643	212	56	4,560	19	613
35	Talladega.....	214	132	15,797	14,233	1,416	696	547	212	68	4,341	21	415
36	Remainder of County.....	120	42	3,784	2,368	134	70	51	134	64	1,899	2	(D)
37	Tallapoosa County.....	323	173	21,721	18,475	1,691	831	690	346	99	6,462	14	330
38	Alexander City.....	141	99	14,930	14,190	1,369	629	519	131	43	4,712	4	(D)
39	Tallassee (part) ¹	24	4	736	(D)	(D)	(D)	(D)	(D)	8	108	2	(D)
40	Remainder of County.....	158	70	6,055	(D)	(D)	(D)	(D)	(D)	48	1,642	8	215
41	Tuscaloosa County.....	751	443	61,508	55,110	6,003	3,066	2,598	835	231	15,542	83	3,112
42	Northport.....	68	34	4,230	3,004	249	119	100	82	22	1,639	9	141
43	Tuscaloosa.....	533	365	51,749	48,893	5,430	2,747	2,319	582	126	11,443	57	2,279
44	Remainder of County.....	150	44	5,529	3,213	324	200	179	171	83	2,460	17	692
45	Walker County.....	473	255	26,949	23,009	2,122	1,098	899	505	178	8,077	44	710
46	Cordova.....	42	26	1,702	1,520	131	71	65	45	10	787	9	114
47	Jasper.....	178	136	17,195	16,485	1,652	820	672	188	43	3,944	16	305
48	Remainder of County.....	253	93	7,952	5,004	339	207	162	272	125	3,346	19	291
49	Washington County.....	105	45	4,834	3,620	228	125	105	108	41	1,363	4	128
50	Wilcox County.....	150	58	6,200	4,404	394	210	169	166	48	1,329	7	109
51	Winston County.....	140	64	7,012	5,478	466	247	189	148	38	1,323	7	133
52	Haleyville.....	88	56	5,398	4,896	434	232	175	94	17	772	5	(D)
53	Remainder of County.....	52	8	1,614	582	32	15	14	54	21	551	2	(D)

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

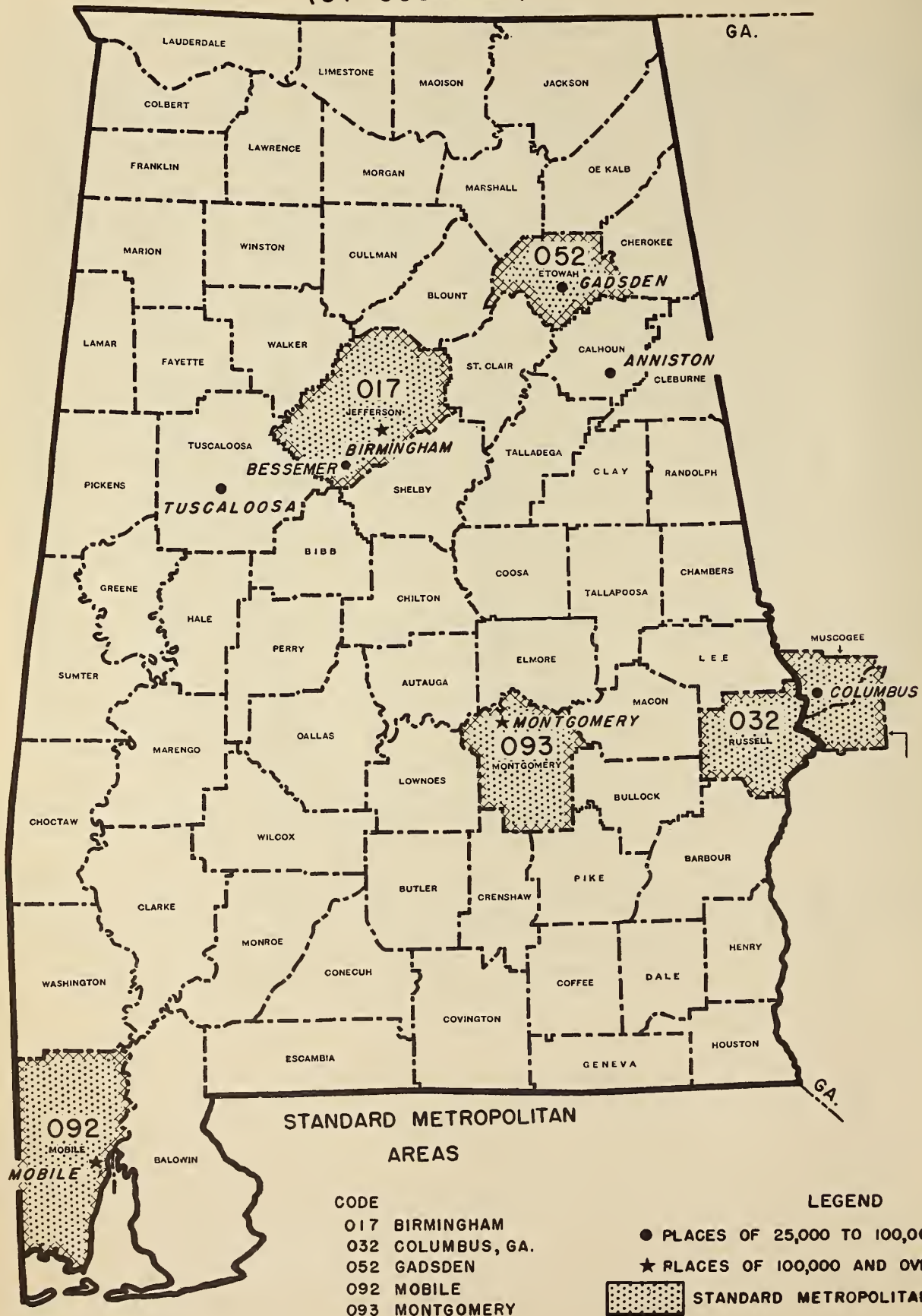
... Represents zero.

¹Tallassee is in Elmore and Tallapoosa counties.²Leeds is in Jefferson and St. Clair counties.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
41	2,476	6	221	9	551	10	2,617	9	529	8	883	3	215	18	440	13	526	1	
5	919	5	(D)	7	(D)	6	2,215	7	(D)	4	682	1	(D)	10	318	6	322	2	
36	1,557	1	(D)	2	(D)	4	402	2	(D)	4	201	2	(D)	8	122	7	204	3	
46	19,902	116	12,610	64	8,251	71	32,774	122	9,684	32	7,979	50	4,352	140	16,403	58	1,684	4	
28	19,466	115	(D)	64	8,251	69	(D)	107	8,936	31	(D)	49	(D)	133	16,323	53	1,650	5	
18	436	1	(D)	2	(D)	15	748	1	(D)	1	(D)	7	80	5	34	6	
39	3,361	36	2,281	33	2,458	46	8,538	43	3,253	28	2,292	19	1,091	56	2,605	20	384	7	
15	2,276	28	2,055	25	2,277	39	7,257	22	1,031	19	1,785	13	819	46	1,974	11	153	8	
10	560	8	226	8	181	7	1,281	10	1,154	5	284	4	(D)	9	(D)	2	(D)	9	
14	525	11	1,068	4	223	2	(D)	1	(D)	7	(D)	10	
21	1,051	7	446	9	310	9	1,595	17	657	8	814	3	229	20	830	11	
10	528	4	170	5	229	4	1,188	7	364	6	(D)	2	(D)	13	498	12	
11	523	3	276	4	81	5	407	10	293	2	(D)	1	(D)	7	332	13	
22	85	11	293	10	637	8	2,040	24	1,056	11	1,377	14	430	17	(D)	2	(D)	14	
5	249	3	141	3	(D)	4	1,260	6	299	4	737	6	184	7	(D)	15	
17	636	8	152	7	(D)	4	780	18	757	7	640	8	246	10	348	2	(D)	16	
28	1,742	12	503	14	542	11	3,099	31	1,505	12	1,044	8	581	26	2,040	5	154	17	
7	496	3	117	3	(D)	3	(D)	7	245	3	(D)	2	(D)	7	(D)	3	(D)	18	
10	1,003	9	386	11	(D)	8	(D)	18	891	7	713	6	(D)	17	1,430	2	(D)	19	
11	243	6	369	2	(D)	2	(D)	20	
31	1,587	9	309	14	299	11	1,978	20	723	7	651	4	235	13	(D)	2	(D)	21	
14	822	9	309	4	164	7	1,303	14	599	4	509	2	(D)	8	(D)	22	
17	765	10	135	4	675	6	124	3	142	2	(D)	5	142	2	(D)	23	
11	801	5	282	14	480	7	1,399	38	1,603	5	841	12	438	22	2,209	14	165	24	
2	(D)	4	(D)	9	344	6	(D)	28	1,359	3	(D)	9	345	13	1,458	13	(D)	25	
9	(D)	1	(D)	5	136	1	(D)	10	244	2	(D)	3	93	9	751	1	(D)	26	
17	947	6	430	11	497	10	1,942	30	892	9	911	4	306	12	953	7	71	27	
...	2	(D)	2	(D)	28	
17	947	6	430	11	497	10	1,942	28	(D)	9	911	4	306	10	(D)	7	...	29	
36	1,487	7	293	14	1,007	7	2,151	46	1,537	21	1,541	10	316	28	1,010	9	106	30	
41	1,767	4	122	7	260	4	952	24	1,206	9	805	5	208	13	(D)	2	(D)	31	
52	2,989	44	2,827	38	2,294	39	8,800	62	3,426	29	3,463	18	1,196	55	1,868	11	109	32	
4	96	4	(D)	6	(D)	4	(D)	10	516	5	(D)	2	(D)	7	(D)	2	(D)	33	
16	1,164	16	1,320	17	1,176	18	(D)	10	696	11	1,848	8	611	26	1,065	3	(D)	34	
10	989	22	1,276	14	848	17	4,365	21	1,275	11	1,280	6	447	20	515	4	46	35	
22	740	2	(D)	1	(D)	21	939	2	(D)	2	(D)	2	(D)	2	(D)	36	
42	1,979	12	1,635	25	1,627	25	5,048	45	1,748	15	782	10	774	23	1,147	13	189	37	
10	781	6	1,423	15	1,256	16	4,318	13	574	4	275	6	547	13	793	11	(D)	38	
3	89	4	300	7	(D)	39	
29	1,109	6	212	10	371	5	430	25	(D)	11	507	4	227	10	354	2	(D)	40	
49	6,758	62	5,712	37	3,609	41	10,449	95	6,008	13	2,994	25	2,323	88	4,727	27	274	41	
8	833	3	141	3	(D)	6	516	10	584	2	(D)	3	23	2	(D)	42	
17	4,524	59	5,571	34	(D)	35	9,933	68	4,651	13	2,994	22	2,174	81	4,541	21	(D)	43	
24	1,401	17	773	1	(D)	4	163	4	(D)	44	
59	4,082	19	1,199	33	1,947	22	5,011	51	2,149	17	1,917	15	816	27	879	8	62	45	
7	216	1	(D)	6	306	4	94	1	(D)	2	(D)	2	(D)	46	
17	1,850	17	(D)	17	1,303	17	(D)	20	1,429	8	1,551	5	435	18	781	47	
35	2,016	1	(D)	10	338	5	(D)	27	626	8	(D)	8	(D)	7	(D)	8	62	48	
28	846	3	120	5	(D)	10	355	3	(D)	2	(D)	9	564	49	
48	2,086	5	121	1	(D)	4	1,128	16	403	3	537	3	75	12	(D)	3	162	50	
16	954	9	389	10	523	4	1,341	22	499	9	706	6	255	14	738	5	151	51	
7	423	9	389	7	358	4	1,341	12	321	7	(D)	6	255	11	650	3	(D)	52	
9	531	3	165	10	178	2	(D)	3	88	2	(D)	53	

ALABAMA (67 COUNTIES)



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade	Wholesale Trade	Selected Service Trades
<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins	<input type="checkbox"/> Census Volumes	<input type="checkbox"/> Census Volumes
<input type="checkbox"/> Census Volumes		
<input type="checkbox"/> Public Merchandise Warehouses		
<input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered:
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16384

1954 Census of Business

RETAIL TRADE

November 1955

Series: PR-1-3

ARIZONA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
ARIZONA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)
Total.....	9,721	6,389	982,660	917,646	8,037	5,349	654,944	612,712
Food stores.....	1,659	867	230,110	208,442	1,831	925	141,030	122,563
Eating, drinking places.....	2,159	1,591	79,267	71,681	1,800	1,293	57,488	52,724
General merchandise group.....	459	347	105,902	103,272	433	306	94,483	92,360
Apparel, accessories stores.....	549	447	48,364	46,746	391	318	34,006	33,092
Furniture, home furnishings, appliance dealers.....	560	394	52,536	49,648	351	263	37,157	35,681
Automotive group.....	534	410	168,416	164,706	467	396	100,322	98,261
Gasoline service stations.....	1,315	893	89,485	79,997	1,126	684	40,671	33,826
Lumber, bldg. mtl., hardware, farm equipment dealers..	482	364	99,345	97,053	391	330	71,338	70,517
Drug stores, proprietary stores.....	330	292	35,183	34,553	253	236	26,060	25,761
Other retail stores.....	1,321	725	64,768	55,552	977	584	50,375	45,977
Nonstore retailers.....	353	59	9,284	5,996	17	14	2,014	1,950

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

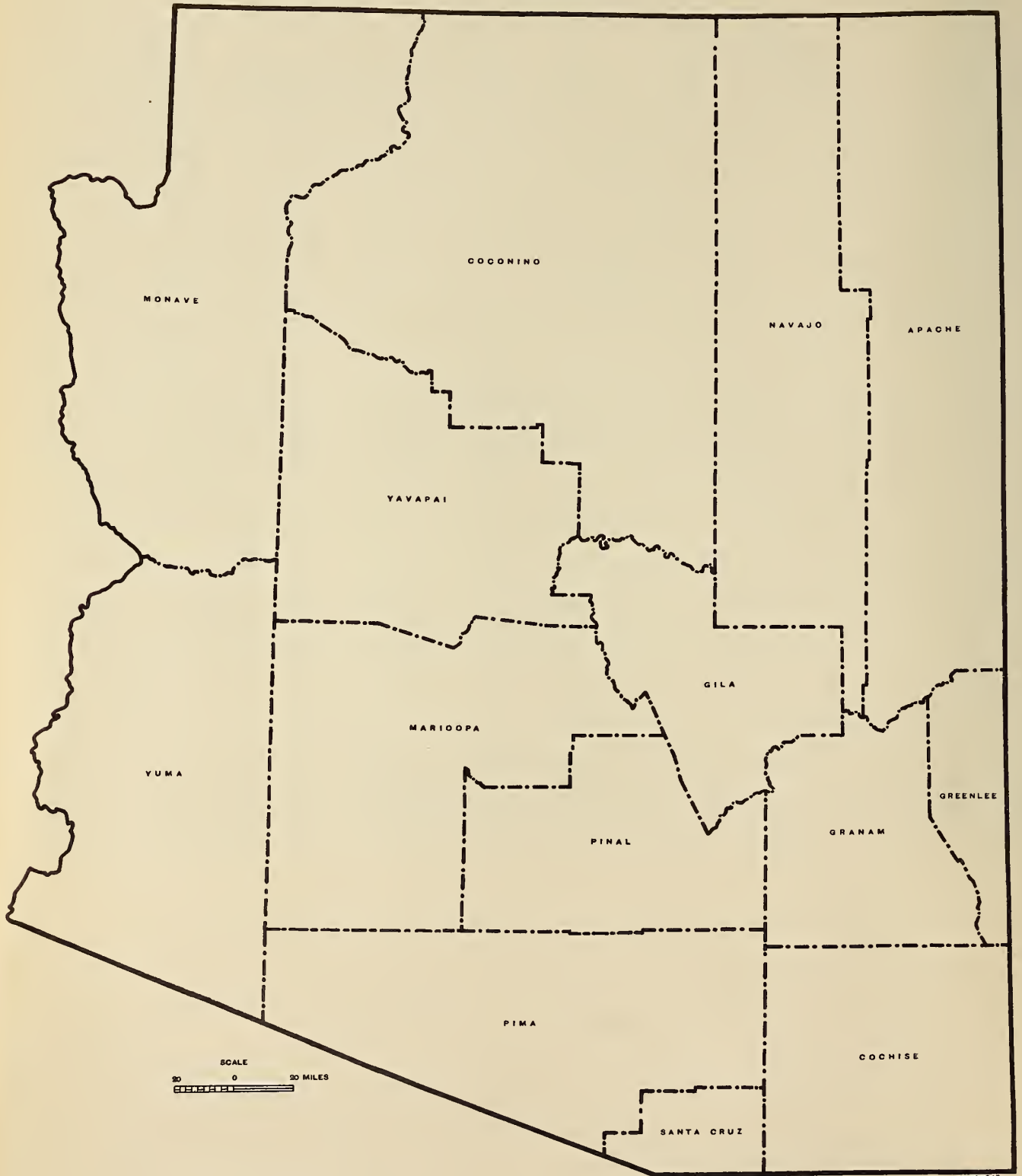
Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		(Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Arizona, total.....	9,721	6,389	982,660	917,646	104,711	39,165	32,975	10,164	1,659	230,110	2,159	79,257
2	Apache County.....	119	89	9,780	9,018	727	323	283	120	22	1,477	17	579
3	Cochise County.....	479	303	37,896	33,758	3,579	1,504	1,234	493	98	8,647	105	2,802
4	Bisbee.....	53	35	6,571	5,879	605	227	181	63	15	1,222	2	279
5	Douglas.....	135	93	12,894	12,368	1,405	597	487	118	28	3,369	20	509
6	Remainder of County.....	291	175	18,431	15,511	1,569	680	566	312	55	4,050	77	2,014
7	Cocconino County.....	298	230	34,673	32,205	4,062	1,317	1,140	309	28	4,810	72	4,150
8	Flagstaff.....	150	118	21,527	20,929	2,549	782	678	162	19	3,372	37	1,723
9	Remainder of County.....	148	112	13,146	12,276	1,513	535	462	147	9	1,438	35	2,427
10	Gila County.....	303	203	26,924	24,858	2,233	876	717	330	55	6,256	68	1,775
11	Globe.....	132	86	11,199	10,207	1,078	405	349	133	29	3,253	26	708
12	Miami.....	83	55	7,732	7,328	683	269	206	89	11	1,229	17	368
13	Remainder of County.....	88	62	7,993	7,323	472	202	162	108	15	1,774	25	699
14	Graham County.....	160	108	12,056	10,798	1,025	425	351	178	22	2,371	31	887
15	Safford.....	111	85	10,532	9,900	960	397	329	121	10	1,898	24	759
16	Remainder of County.....	49	23	1,524	898	65	28	22	57	12	473	7	128
17	Greenlee County.....	111	73	10,078	9,470	953	393	361	131	17	1,276	27	767
18	Clifton.....	70	42	5,093	4,687	426	176	152	84	10	775	15	403
19	Remainder of County.....	41	31	4,985	4,783	527	217	204	47	7	501	12	364
20	Maricopa County.....	4,464	2,822	476,892	445,678	51,476	18,998	15,846	4,675	767	113,657	977	37,363
21	Avondale.....	45	21	3,872	3,158	245	102	63	49	13	2,403	8	159
22	Chandler.....	124	82	10,990	10,334	1,003	433	352	128	14	2,066	31	863
23	Glendale.....	146	96	17,796	17,102	1,651	611	493	152	32	4,561	34	835
24	Mesa.....	251	179	34,556	32,842	3,570	1,307	1,071	249	29	7,342	50	1,502
25	Phoenix.....	2,399	1,641	303,637	287,419	35,981	12,812	10,959	2,477	377	54,463	521	23,734
26	Tempe.....	142	86	8,464	7,448	745	337	287	156	33	3,039	36	1,223
27	Tolleson.....	44	26	2,102	1,520	140	68	50	47	19	1,061	11	255
28	Remainder of County.....	1,313	691	95,475	85,855	8,161	3,328	2,571	1,417	250	38,702	286	8,792
29	Mohave County.....	124	78	9,728	8,972	1,112	398	348	127	9	1,255	32	1,136
30	Kingman.....	87	65	8,366	8,152	1,025	371	321	85	5	1,011	25	905
31	Remainder of County.....	37	13	1,342	820	87	27	27	42	4	244	7	231
32	Navajo County.....	269	187	31,002	29,726	3,340	1,309	1,127	291	38	5,035	66	2,478
33	Winslow.....	103	73	17,332	17,018	2,015	775	667	103	18	2,165	22	859
34	Remainder of County.....	166	114	13,670	12,708	1,325	534	460	186	20	2,870	44	1,619
35	Pima County.....	1,837	1,277	201,206	190,656	23,211	8,582	7,187	1,890	324	50,830	373	15,596
36	Tucson.....	1,235	963	166,992	161,074	20,291	7,378	6,234	1,221	186	42,131	244	11,856
37	Remainder of County.....	602	314	34,214	29,582	2,920	1,204	949	669	138	8,649	127	3,740
38	Pinal County.....	597	365	41,958	36,908	3,693	1,451	1,232	641	134	12,755	131	3,746
39	Casa Grande.....	149	101	14,018	12,620	1,415	517	427	146	25	3,235	26	951
40	Coolidge.....	114	70	9,596	8,606	855	308	264	116	26	2,698	21	689
41	Eloy.....	91	51	4,937	4,171	391	186	164	113	26	2,319	16	352
42	Remainder of County.....	243	143	13,407	11,511	1,032	440	377	266	57	4,503	68	1,754
43	Santa Cruz County.....	115	93	15,848	15,648	1,679	733	649	106	27	3,752	21	737
44	Nogales.....	92	78	15,180	15,024	1,618	705	627	78	17	3,392	16	626
45	Remainder of County.....	23	15	668	624	61	28	22	28	10	360	5	111
46	Yavapai County.....	369	231	24,951	22,401	2,440	959	805	404	54	5,457	102	2,777
47	Prescott.....	158	124	14,181	13,479	1,572	600	500	163	20	2,963	36	1,109
48	Remainder of County.....	211	107	10,770	8,922	868	359	305	241	34	2,494	66	1,668
49	Yuma County.....	476	330	49,668	46,550	5,181	1,897	1,695	469	64	12,532	137	4,474
50	Yuma.....	280	204	36,948	35,104	4,086	1,459	1,310	266	36	9,536	81	2,960
51	Remainder of County.....	196	126	12,720	11,446	1,095	438	385	203	28	2,996	56	1,514

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group - Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
459	105,902	549	48,364	560	52,536	534	168,416	1,315	89,485	482	99,345	330	35,183	1,321	64,768	353	9,284	1	
36	3,423	1	(D)	5	2,005	21	1,409	3	279	2	(D)	12	445	2	
24	7,181	25	1,081	26	1,658	17	5,067	81	5,061	28	2,954	17	1,595	46	1,780	12	70	3	
2	(D)	3	210	3	211	1	(D)	8	624	1	(D)	3	251	9	280	...	4	4	
9	2,984	16	648	8	820	5	2,373	10	463	9	(D)	5	617	16	473	9	(D)	5	
13	(D)	6	223	15	627	11	(D)	63	3,974	18	2,304	9	727	21	1,027	3	(D)	6	
25	6,167	10	(D)	12	1,131	14	6,068	61	5,855	10	1,225	8	768	55	3,746	3	(D)	7	
7	3,306	8	551	9	974	10	4,880	25	3,375	6	(D)	3	408	23	1,849	3	(D)	8	
18	2,861	2	(D)	3	157	4	1,188	36	2,480	4	(D)	5	360	32	1,897	9	
25	4,570	18	657	11	664	17	6,590	39	2,271	19	1,747	9	949	34	1,173	8	272	10	
3	(D)	12	538	7	425	4	2,030	15	1,153	11	1,185	3	(D)	20	669	2	(D)	11	
3	(D)	6	(D)	3	(D)	8	1,176	14	520	4	444	3	(D)	12	(D)	2	(D)	12	
19	791	...	(D)	1	(D)	5	3,384	10	598	4	118	3	219	2	(D)	4	(D)	13	
12	1,062	11	716	7	941	9	1,933	22	1,034	19	1,832	5	(D)	21	882	1	(D)	14	
5	834	11	716	7	941	9	1,933	13	737	12	1,637	3	275	17	802	15	
7	228	9	297	7	195	2	(D)	4	80	1	(D)	16	
13	3,606	6	340	5	(D)	7	1,956	15	910	1	(D)	4	313	14	210	2	(D)	17	
5	(D)	4	(D)	2	(D)	6	(D)	9	635	1	(D)	3	(D)	13	(D)	2	(D)	18	
8	(D)	2	(D)	3	(D)	1	(D)	6	275	1	(D)	1	(D)	19	
148	43,744	264	23,056	287	31,511	253	85,856	540	38,469	201	45,182	159	18,513	657	33,883	211	5,658	20	
1	(D)	2	(D)	1	(D)	2	(D)	9	301	4	250	1	(D)	4	207	21	
7	1,070	9	320	8	562	13	2,353	16	1,464	5	1,349	5	481	14	(D)	2	(D)	22	
7	1,195	7	(D)	14	879	13	6,782	13	1,119	3	(D)	4	838	14	520	5	70	23	
7	2,520	24	1,664	14	3,054	17	9,155	30	3,212	21	3,301	9	1,045	42	1,659	8	102	24	
76	36,540	163	18,568	180	23,266	154	57,062	266	21,769	86	28,058	91	11,888	353	24,237	132	4,052	25	
2	(D)	12	525	3	(D)	3	(D)	13	936	6	896	5	395	27	758	2	(D)	26	
...	2	(D)	6	225	2	(D)	2	(D)	2	(D)	27	
48	2,175	47	1,675	65	3,223	51	10,051	187	9,443	74	10,388	42	3,618	201	6,060	62	1,348	28	
5	(D)	1	(D)	4	124	9	2,002	37	2,060	2	(D)	3	297	19	459	3	(D)	29	
3	(D)	1	(D)	4	124	7	(D)	20	1,345	2	(D)	3	297	14	407	3	(D)	30	
2	(D)	2	(D)	17	715	5	52	31	
30	2,626	15	1,023	15	(D)	12	3,379	43	3,394	17	(D)	6	692	23	944	4	40	32	
6	643	7	(D)	10	589	7	1,600	11	822	7	(D)	3	(D)	8	233	4	40	33	
24	1,983	8	(D)	5	(D)	5	1,779	32	2,572	10	1,029	3	(D)	15	711	34	
38	20,868	112	13,398	119	10,166	99	30,957	227	16,123	106	19,151	78	7,289	262	14,211	79	2,617	35	
38	16,178	101	13,113	88	9,113	75	29,551	139	10,030	66	15,688	60	6,098	197	11,969	39	1,215	36	
20	4,690	11	285	31	1,053	24	1,406	88	6,093	40	3,463	18	1,191	65	2,242	40	1,402	37	
37	3,371	27	1,013	28	1,415	28	6,445	79	4,277	25	4,891	11	1,076	79	2,752	18	217	38	
9	1,379	9	(D)	10	484	10	2,842	21	1,611	6	2,074	1	(D)	28	975	4	36	39	
6	411	1	(D)	7	409	8	2,104	9	382	7	1,407	2	(D)	23	934	4	14	40	
6	257	7	(D)	5	132	4	150	12	585	5	497	1	(D)	9	201	41	
16	1,324	10	266	6	390	6	1,349	37	1,699	7	913	7	400	19	642	10	167	42	
6	(D)	10	3,358	8	925	8	2,350	12	964	7	1,327	2	(D)	11	421	3	10	43	
4	1,614	10	3,358	8	925	8	2,350	8	887	6	(D)	2	(D)	10	(D)	3	10	44	
2	(D)	4	77	1	(D)	1	(D)	45	
14	1,960	20	883	16	992	23	6,068	67	3,029	14	1,435	13	985	41	1,224	5	141	46	
3	(D)	17	(D)	10	866	17	3,940	16	1,119	9	873	11	(D)	18	758	1	(D)	47	
11	(D)	3	(D)	6	126	6	2,128	51	1,910	5	562	2	(D)	23	466	4	(D)	48	
26	3,735	29	2,126	22	1,688	33	7,740	71	4,629	30	8,281	13	1,801	47	2,638	4	24	49	
14	2,955	16	1,604	22	1,688	24	6,863	24	2,251	13	6,143	9	1,322	35	1,602	4	24	50	
12	780	11	522	9	877	47	2,378	17	2,138	4	479	12	1,036	51	

ARIZONA



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

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17626

1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-4

ARKANSAS

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
ARKANSAS

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	18,783	10,965	1,333,632	1,182,690	22,230	11,858	1,082,057	957,075
Food stores.....	5,329	1,769	299,033	225,085	7,604	2,307	224,154	164,356
Eating, drinking places.....	2,379	1,725	62,937	55,349	3,364	1,968	48,520	42,474
General merchandise group.....	1,523	987	148,954	137,166	2,234	1,246	162,132	146,234
Apparel, accessories stores.....	982	854	69,472	66,980	861	705	61,044	59,031
Furniture, home furnishings, appliance dealers.....	849	617	56,823	52,569	858	649	51,407	48,236
Automotive group.....	1,184	886	280,849	272,373	1,177	995	214,869	205,767
Gasoline service stations.....	2,102	1,282	91,765	75,411	2,401	1,250	59,357	45,630
Lumber, bldg. matls., hardware, farm equipment dealers..	1,067	889	130,665	126,057	1,081	938	125,374	122,832
Drug stores, proprietary stores.....	656	542	39,316	37,108	660	563	32,632	31,504
Other retail stores.....	2,225	1,337	142,131	127,797	1,968	1,218	100,634	89,084
Nonstore retailers.....	487	77	11,687	6,795	22	19	1,934	1,927

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Arkansas, total.....	18,783	10,965	1,333,632	1,182,690	112,284	53,985	45,797	20,009	5,329	299,033	2,379	62,937
2	Arkansas County.....	319	201	29,308	26,792	2,165	983	846	325	76	5,119	30	665
3	De Witt.....	75	51	5,418	4,878	432	206	169	77	14	1,320	8	86
4	Stuttgart.....	178	124	20,870	19,842	1,608	718	627	181	37	3,031	19	525
5	Remainder of County.....	66	26	3,020	2,072	125	59	50	67	25	768	3	54
6	Ashley County.....	205	129	16,211	14,683	1,053	532	455	225	54	4,244	18	508
7	Crossett.....	58	42	7,757	7,527	597	298	264	61	9	2,064	7	294
8	Hamburg.....	56	30	3,813	3,321	201	107	83	59	17	812	5	111
9	Remainder of County.....	91	57	4,641	3,835	255	127	108	105	28	1,368	6	103
10	Baxter County.....	153	71	6,495	5,407	347	175	139	169	49	1,568	26	354
11	Benton County.....	448	276	35,515	32,397	2,256	1,018	890	500	67	5,621	40	714
12	Bentonville.....	101	59	5,323	4,683	347	158	145	102	14	1,040	11	102
13	Rogers.....	123	83	11,791	11,105	891	377	341	131	20	1,808	12	260
14	Siloam Springs.....	89	59	7,384	6,636	563	258	215	97	12	1,727	7	142
15	Remainder of County.....	135	75	11,017	9,973	455	225	189	170	21	1,046	10	120
16	Boone County.....	198	108	12,201	10,035	982	487	423	209	49	3,062	19	447
17	Harrison.....	147	87	10,101	8,317	870	417	361	155	34	2,570	13	353
18	Remainder of County.....	51	21	2,100	1,718	112	70	62	54	15	492	6	94
19	Bradley County.....	159	101	10,816	9,374	813	409	311	162	42	2,354	21	504
20	Warren.....	121	85	9,702	8,894	784	387	292	125	34	2,188	17	445
21	Remainder of County.....	38	16	1,114	480	29	22	19	37	8	166	4	59
22	Calhoun County.....	74	22	2,415	1,305	108	54	51	90	23	871	10	147
23	Carroll County.....	167	93	7,104	5,530	390	252	218	194	28	1,426	30	435
24	Chicot County.....	206	132	12,316	10,642	891	500	440	227	66	2,807	18	454
25	Dermott.....	47	35	2,930	2,804	222	102	90	43	12	636	6	72
26	Eudora.....	58	44	3,720	3,230	244	135	108	63	21	938	3	(D)
27	Remainder of County.....	101	53	5,666	4,608	425	263	242	121	33	1,233	9	(D)
28	Clark County.....	251	153	15,621	13,661	1,125	596	492	269	59	3,724	30	549
29	Arkadelphia.....	137	97	10,901	10,073	853	440	360	140	22	2,152	20	370
30	Remainder of County.....	114	56	4,720	3,588	272	156	132	129	37	1,572	10	179
31	Clay County.....	226	122	12,830	10,814	801	419	345	238	70	3,364	13	164
32	Piggott.....	61	45	4,636	4,330	372	178	145	61	13	780	5	52
33	Remainder of County.....	165	77	8,194	6,484	429	241	200	177	57	2,584	8	112
34	Cleburne County.....	85	37	4,045	3,069	223	126	102	94	25	645	3	10
35	Cleveland County.....	78	24	2,153	1,147	72	44	33	83	29	699	5	50
36	Columbia County.....	284	160	19,687	17,337	1,503	759	653	325	88	3,735	16	573
37	Magnolia.....	189	123	16,790	15,418	1,388	691	593	215	55	2,664	9	391
38	Remainder of County.....	95	37	2,897	1,919	115	68	60	110	33	1,071	7	182
39	Conway County.....	190	100	8,799	7,137	606	370	313	220	56	1,780	31	658
40	Morrilton.....	146	90	7,934	6,870	583	355	301	175	29	1,331	29	(D)
41	Remainder of County.....	44	10	865	267	23	15	12	45	27	449	2	(D)
42	Craighead County.....	468	274	34,781	31,137	3,222	1,494	1,255	497	155	7,936	46	921
43	Jonesboro.....	301	193	27,925	26,081	2,877	1,287	1,097	305	86	5,584	30	846
44	Remainder of County.....	167	81	6,856	5,056	345	207	158	192	69	2,352	16	125
45	Crawford County.....	205	101	9,568	7,642	537	294	236	225	79	3,115	21	382
46	Van Buren.....	103	61	6,261	5,485	392	198	161	103	42	1,914	8	164
47	Remainder of County.....	102	40	3,307	2,157	145	96	75	122	37	1,201	13	218
48	Crittenden County.....	324	222	33,098	31,142	2,843	1,288	1,037	344	79	6,151	36	1,234
49	West Memphis.....	154	118	22,567	21,961	2,093	825	724	155	21	3,207	22	865
50	Remainder of County.....	170	104	10,531	9,181	750	463	313	189	58	2,944	14	369
51	Cross County.....	194	118	12,554	11,190	928	436	360	213	54	2,419	22	323
52	Wynne.....	92	68	8,636	8,148	718	294	262	109	16	1,372	8	166
53	Remainder of County.....	102	50	3,918	3,042	210	142	98	104	38	1,047	14	157
54	Dallas County.....	151	75	8,649	7,375	604	272	226	168	46	1,841	7	176
55	Fordyce.....	99	53	6,833	6,053	515	236	196	111	32	1,366	7	176
56	Remainder of County.....	52	22	1,816	1,322	91	36	30	57	14	475
57	Desha County.....	214	136	14,587	13,229	1,112	559	447	227	73	3,862	24	382
58	Dumas.....	64	46	5,270	5,038	392	186	139	69	18	1,003	7	149
59	McGehee.....	95	69	8,066	7,430	668	340	280	102	24	2,099	14	197
60	Remainder of County.....	55	21	1,251	761	52	33	28	56	31	760	3	36
61	Drew County.....	141	73	7,837	6,505	497	276	209	144	63	2,666	5	94
62	Monticello.....	106	62	6,726	5,724	455	250	191	106	39	1,872	5	94
63	Remainder of County.....	35	11	1,111	781	42	26	18	38	24	794
64	Faulkner County.....	248	124	13,816	11,570	1,048	559	481	267	92	3,403	20	507
65	Conway.....	186	108	12,345	10,945	976	512	438	199	58	2,834	15	378
66	Remainder of County.....	62	16	1,471	625	72	47	43	68	34	569	5	129
67	Franklin County.....	106	56	5,267	4,489	285	135	124	123	27	911	15	224
68	Fulton County.....	99	25	2,579	1,307	81	45	42	110	23	513	12	98

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
1,523	148,954	982	69,472	849	56,823	1,184	280,849	2,102	91,765	1,067	13,665	656	39,316	2,225	142,131	487	11,687	1
31	2,178	13	553	15	809	17	3,843	35	1,849	33	4,582	7	713	57	8,840	5	157	2
7	450	2	(D)	6	465	4	1,187	9	376	9	768	2	(D)	14	(D)	3
7	915	11	(D)	7	(D)	13	2,656	23	1,266	15	3,468	4	505	37	7,617	5	157	4
17	613	2	(D)	3	207	9	346	1	(D)	6	(D)	5
30	3,423	17	603	3	(D)	13	3,411	31	1,394	11	1,181	12	547	14	696	2	(D)	6
7	1,897	9	409	2	(D)	6	1,752	8	442	2	(D)	3	301	5	143	...	(D)	7
3	219	4	57	5	(D)	9	358	5	449	3	76	3	348	2	(D)	8
20	1,307	4	137	1	(D)	2	(D)	14	594	4	(D)	6	170	6	205	9
6	185	6	329	1	(D)	8	1,503	10	512	10	450	6	253	27	(D)	4	55	10
31	2,035	30	1,214	31	1,043	38	5,016	70	2,744	37	2,594	19	1,266	71	13,078	14	190	11
11	354	7	252	10	228	4	(D)	12	957	9	555	3	149	18	1,095	2	(D)	12
5	475	12	542	6	522	16	2,255	14	382	10	865	4	284	20	4,346	4	52	13
6	476	8	363	7	155	9	2,177	9	331	10	842	7	641	12	(D)	2	(D)	14
9	730	3	57	8	138	9	(D)	35	1,074	8	332	5	192	21	(D)	6	118	15
14	1,503	11	595	13	451	16	2,821	21	637	19	1,035	6	401	22	1,037	8	212	16
9	1,386	11	595	11	(D)	15	(D)	13	387	16	(D)	6	401	15	(D)	4	162	17
5	117	2	(D)	1	(D)	8	250	3	(D)	7	(D)	4	50	18
19	1,361	5	443	5	417	11	2,704	20	695	7	909	3	219	21	1,180	5	30	19
8	813	5	443	5	417	11	2,704	16	574	6	(D)	3	219	13	995	3	(D)	20
11	548	4	121	1	(D)	8	185	2	(D)	21
10	359	...	(D)	3	40	4	317	10	229	6	135	1	(D)	3	(D)	4	62	22
14	582	2	(D)	9	211	14	1,189	18	508	11	524	6	260	35	(D)	23
13	762	18	1,026	4	(D)	15	1,710	26	1,432	16	2,585	6	410	19	945	5	(D)	24
3	341	3	212	4	(D)	3	600	5	336	2	(D)	2	(D)	7	321	25
5	271	5	203	4	462	6	141	7	1,349	2	(D)	4	202	1	(D)	26
5	150	10	611	8	648	15	955	7	(D)	2	(D)	8	422	4	64	27
22	1,351	16	768	16	856	23	3,140	29	1,118	14	1,469	8	532	27	2,002	7	112	28
10	886	12	643	10	561	14	2,194	12	674	9	1,098	5	364	21	(D)	2	(D)	29
12	465	4	125	6	295	9	946	17	444	5	371	3	168	6	(D)	5	(D)	30
26	1,181	6	231	13	832	18	1,633	26	784	26	3,197	6	231	16	(D)	6	(D)	31
5	224	2	(D)	6	260	8	761	3	97	11	1,565	2	(D)	5	516	1	(D)	32
21	957	4	(D)	7	572	10	872	23	687	15	1,632	4	(D)	11	(D)	5	29	33
9	624	2	(D)	4	74	7	1,241	9	193	6	219	5	155	15	(D)	34
11	511	1	(D)	5	114	2	(D)	6	178	3	149	2	(D)	12	317	2	(D)	35
30	1,691	20	1,541	10	968	21	5,490	29	1,563	15	2,103	12	606	36	1,330	7	87	36
10	964	18	(D)	8	(D)	18	(D)	18	1,252	13	(D)	5	490	28	1,166	7	87	37
20	727	2	(D)	2	(D)	3	(D)	11	311	2	(D)	7	116	8	164	38
16	960	8	491	5	525	12	1,436	19	668	9	717	3	210	31	1,354	39
11	806	8	491	5	525	12	1,436	12	473	9	717	3	210	28	(D)	40
5	154	7	195	3	(D)	41
29	3,279	24	2,649	22	1,969	28	6,849	34	2,284	34	4,998	11	1,052	45	2,598	20	196	42
9	1,578	23	(D)	19	1,839	23	6,691	51	1,529	22	3,990	6	818	32	(D)	20	196	43
20	1,701	1	(D)	3	130	5	158	23	755	12	1,008	5	234	13	(D)	44
13	438	8	(D)	10	356	13	2,081	29	749	7	488	11	465	12	1,095	2	(D)	45
4	205	7	294	4	250	9	(D)	11	346	4	284	7	344	5	865	2	(D)	46
9	233	1	(D)	6	106	4	(D)	18	403	3	204	4	121	7	230	47
48	1,843	18	1,009	16	1,076	31	12,172	30	2,272	13	3,214	10	650	34	3,401	9	76	48
11	386	10	666	12	919	22	9,967	17	1,339	11	(D)	5	465	16	2,022	7	(D)	49
37	1,457	8	343	4	157	9	2,205	13	933	2	(D)	5	185	18	1,379	2	(D)	50
20	1,316	13	584	9	457	9	3,161	13	640	16	2,512	9	528	20	527	9	87	51
6	686	9	459	7	(D)	6	2,811	7	415	10	1,499	4	391	12	398	7	(D)	52
14	630	4	125	2	(D)	3	350	6	225	6	1,013	5	137	8	129	2	(D)	53
18	747	8	406	9	344	12	3,190	19	707	4	502	5	163	18	540	9	20	54
6	383	8	406	6	331	7	2,622	7	465	4	502	3	(D)	15	425	4	(D)	55
12	364	3	33	5	568	12	235	2	(D)	3	115	1	(D)	56
18	1,113	10	608	9	394	10	2,901	17	932	15	2,825	7	410	27	1,088	4	72	57
2	(D)	4	(D)	6	206	4	1,472	5	365	5	(D)	2	(D)	9	(D)	2	(D)	58
9	561	5	402	2	(D)	6	1,429	6	413	9	2,000	3	182	16	586	1	(D)	59
7	(D)	1	(D)	1	(D)	6	154	1	(D)	2	(D)	2	(D)	1	(D)	60
16	1,017	9	351	5	263	6	1,736	8	308	6	532	10	265	9	537	4	68	61
13	768	9	351	5	263	6	1,736	8	308	6	532	4	(D)	9	537	2	(D)	62
3	249	6	(D)	2	(D)	63
21	1,724	14	607	11	823	14	2,952	34	1,376	11	1,171	7	366	18	705	6	182	64
13	1,466	14	607	11	823	14	2,952	26	1,074	10	(D)	5	(D)	16	(D)	4	(D)	65
8	258	8	302	1	(D)	2	(D)	2	(D)	2	(D)	66
17	1,031	2	(D)	3	(D)	6	1,022	10	378	7	460	3	161	10	534	6	38	67
15	300	2	(D)	4	92	4	711	25	601	4	61	2	(D)	6	96	2	(D)	68

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		(Number)	Full workweek (Number)		(Number)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)
1	Garland County.....	716	476	49,327	45,779	5,188	2,457	2,182	774	149	11,061	163	5,258
2	Hot Springs.....	649	435	46,672	43,470	4,973	2,341	2,081	697	122	10,072	148	4,815
3	Remainder of County.....	67	41	2,655	2,309	215	116	101	77	27	989	15	443
4	Grant County.....	85	47	3,059	2,191	159	102	93	97	37	1,150	5	68
5	Greene County.....	267	155	15,546	13,750	1,361	686	552	284	82	3,377	51	802
6	Paragould.....	218	140	14,039	12,801	1,314	661	530	235	58	2,827	43	740
7	Remainder of County.....	49	15	1,507	949	47	25	22	49	24	550	4	62
8	Hempstead County.....	245	129	13,039	11,057	984	481	400	255	108	3,704	11	240
9	Hope.....	191	113	11,797	10,557	947	437	362	198	76	3,092	11	(D)
10	Remainder of County.....	54	16	1,242	500	37	44	36	57	32	612	...	(O)
11	Hot Spring County.....	224	124	13,459	11,367	1,022	495	416	244	66	3,901	27	601
12	Malvern.....	173	107	11,844	10,360	906	455	384	191	49	3,324	20	414
13	Remainder of County.....	51	17	1,615	1,007	116	40	32	53	17	577	7	187
14	Howard County.....	133	77	6,723	4,921	532	270	232	131	45	1,414	9	136
15	Nashville.....	83	55	4,802	3,862	444	218	193	78	23	943	7	(D)
16	Remainder of County.....	50	22	1,921	1,059	88	52	39	53	22	471	2	(O)
17	Independence County.....	257	129	15,306	13,266	1,087	544	474	277	68	2,955	25	554
18	Batesville.....	179	103	13,265	12,037	1,017	499	441	192	31	2,235	21	522
19	Remainder of County.....	78	26	2,041	1,229	70	45	33	85	37	720	4	32
20	Izard County.....	64	20	2,685	1,791	101	54	51	73	20	362	...	(O)
21	Jackson County.....	264	170	19,859	17,499	1,547	773	668	298	67	3,068	47	1,311
22	Newport.....	160	114	14,882	13,656	1,255	598	513	192	31	1,871	27	716
23	Remainder of County.....	104	56	4,977	3,843	292	175	155	106	36	1,197	20	595
24	Jefferson County.....	746	460	55,227	50,509	4,941	2,421	2,077	803	253	16,767	117	2,438
25	Pine Bluff.....	612	386	49,898	46,472	4,607	2,235	1,934	662	190	14,643	96	2,157
26	Remainder of County.....	134	74	5,329	4,037	334	186	143	141	63	2,124	21	281
27	Johnson County.....	149	79	7,577	6,349	591	291	246	159	55	2,240	14	435
28	Clarksville.....	112	70	6,677	6,015	563	270	232	120	32	1,711	13	(D)
29	Remainder of County.....	37	9	900	334	28	21	14	39	23	529	1	(O)
30	Lafayette County.....	120	70	5,881	4,931	390	204	181	136	36	1,500	8	121
31	Stamps.....	41	25	2,623	2,391	169	87	77	44	13	553	4	66
32	Remainder of County.....	79	45	3,258	2,540	221	117	104	92	23	947	4	55
33	Lawrence County.....	191	101	10,412	8,934	773	441	339	203	60	2,462	20	350
34	Walnut Ridge.....	81	67	7,317	7,055	657	368	278	86	18	1,083	9	231
35	Remainder of County.....	110	34	3,095	1,879	116	73	61	117	42	1,379	11	69
36	Lee County.....	171	99	11,992	10,420	874	491	399	189	60	2,549	11	299
37	Marianna.....	120	82	9,889	8,947	800	459	371	137	35	2,116	11	299
38	Remainder of County.....	51	17	2,103	1,473	74	32	28	52	25	433
39	Lincoln County.....	77	47	3,599	2,931	229	111	94	85	11	661	8	63
40	Little River County.....	87	55	4,808	4,286	347	185	135	98	26	1,546	9	106
41	Ashdown.....	46	34	3,045	2,771	197	114	87	55	10	991	3	57
42	Remainder of County.....	41	21	1,763	1,515	150	71	48	43	16	555	6	49
43	Logan County.....	207	113	9,688	8,500	609	366	305	239	46	1,805	30	442
44	Paris.....	73	43	4,226	3,920	290	162	127	83	12	877	10	173
45	Remainder of County.....	134	70	5,462	4,580	319	204	178	156	34	928	20	269
46	Lonoke County.....	274	144	17,101	14,399	1,130	627	492	282	103	4,096	18	437
47	Madison County.....	74	28	3,156	2,052	152	89	84	89	21	784	6	64
48	Marion County.....	66	24	2,325	1,217	93	43	37	73	24	910	4	96
49	Miller County.....	379	241	30,830	28,500	2,982	1,356	1,227	392	101	5,490	62	2,520
50	Texarkana.....	337	223	29,156	27,202	2,888	1,287	1,168	345	83	4,850	56	2,276
51	Remainder of County.....	42	18	1,644	1,298	94	69	59	47	18	640	6	244
52	Mississippi County.....	597	375	51,134	46,592	4,679	2,279	1,751	558	186	13,916	59	1,352
53	Blytheville.....	292	174	25,173	22,815	2,424	1,157	959	266	85	5,730	34	888
54	Osceola.....	95	71	12,037	11,573	1,104	471	388	80	18	2,019	11	206
55	Remainder of County.....	210	130	13,924	12,204	1,151	651	404	212	83	6,167	14	258
56	Monroe County.....	212	122	11,681	9,505	864	482	383	204	64	2,849	29	662
57	Brinkley.....	95	71	6,928	6,350	635	338	269	87	18	1,169	14	(D)
58	Clarendon.....	57	29	2,727	2,111	165	107	81	50	13	663	13	281
59	Remainder of County.....	60	22	2,026	1,044	64	37	33	67	33	997	2	(O)
60	Montgomery County.....	48	16	1,485	867	49	32	31	62	18	382	3	62
61	Nevada County.....	112	62	6,172	5,194	427	233	193	121	43	1,604	11	(D)
62	Prescott.....	82	54	5,396	4,846	408	216	179	88	28	1,222	10	125
63	Remainder of County.....	30	8	776	348	19	17	14	33	15	382	1	(O)
64	Newton County.....	26	6	488	228	14	10	8	26	14	222	3	(D)
65	Ouachita County.....	373	211	24,128	20,786	2,143	975	801	401	114	5,805	57	1,227
66	Camden.....	237	145	19,038	17,392	1,830	807	655	252	73	4,257	34	747
67	Remainder of County.....	136	66	5,090	3,404	313	168	146	149	41	1,548	23	480
68	Perry County.....	30	10	1,150	792	46	21	20	31	17	322	...	(O)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group — Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
17	3,965	50	4,735	32	2,264	44	8,849	79	3,086	27	2,108	23	1,899	112	5,682	20	420	1	
13	3,487	49	(D)	32	2,264	40	8,771	71	2,746	25	(D)	23	1,899	106	5,497	20	420	2	
4	478	1	(D)	4	78	8	340	2	(D)	6	185	3	
7	283	3	169	7	567	8	343	5	247	2	(D)	9	142	2	(D)	4	
12	964	12	1,329	12	974	21	2,575	19	883	18	2,532	6	332	26	1,656	8	122	5	
6	810	12	1,329	11	(D)	21	2,575	15	756	15	(D)	5	(D)	24	(D)	8	122	6	
6	154	1	(D)	4	127	3	(D)	1	(D)	2	(D)	7	
21	1,448	9	460	11	731	14	3,666	16	773	18	998	9	392	16	505	12	122	8	
10	1,050	9	460	11	731	14	3,666	13	681	13	894	6	(D)	16	505	12	122	9	
11	398	3	92	5	104	3	(D)	10	
7	1,005	12	552	8	380	18	3,477	37	1,269	10	922	9	439	30	913	11	
5	(D)	12	552	7	(D)	15	3,452	23	924	10	922	7	(D)	25	(D)	12	
2	(D)	1	(D)	3	25	14	345	2	(D)	5	(D)	13	
13	873	6	208	4	269	11	1,925	11	322	12	968	7	303	10	170	5	135	14	
7	457	4	(D)	4	269	8	(D)	5	186	10	(D)	3	187	7	112	5	135	15	
6	416	2	(D)	3	(D)	6	136	2	(D)	4	116	3	58	16	
22	1,301	12	943	12	620	28	4,199	34	1,170	13	1,519	6	326	24	1,650	13	69	17	
8	829	12	943	12	620	27	(D)	25	909	9	1,290	5	(D)	16	(D)	13	69	18	
14	472	1	(D)	9	261	4	229	1	(D)	8	(D)	19	
15	620	3	(D)	4	822	10	246	5	324	1	(D)	6	131	20	
24	1,616	18	1,230	16	1,358	21	3,906	34	1,534	12	3,701	7	508	16	(D)	2	(D)	21	
6	763	18	1,230	13	1,065	17	3,440	19	931	11	(D)	4	431	12	797	2	(D)	22	
18	853	3	293	4	466	15	603	1	(D)	3	77	4	(D)	23	
37	3,531	43	4,783	49	2,663	34	10,756	64	3,961	27	4,021	15	1,383	87	4,164	20	760	24	
21	2,813	39	4,393	48	(D)	32	(D)	51	3,327	24	3,533	14	(D)	80	3,947	17	(D)	25	
16	718	4	390	1	(D)	2	(D)	13	634	3	488	1	(D)	7	217	3	(D)	26	
10	559	9	321	6	253	10	1,199	16	479	8	729	3	142	14	1,188	4	32	27	
4	350	9	321	6	253	10	1,199	13	388	8	729	3	142	13	(D)	1	(D)	28	
6	209	3	91	1	(D)	3	(D)	29	
13	570	9	341	2	(D)	3	1,294	16	583	17	899	7	(D)	9	267	30	
1	(D)	5	110	2	(D)	2	(D)	5	158	4	(D)	2	(D)	3	21	31	
12	(D)	4	231	1	(D)	11	425	13	(D)	5	79	6	246	32	
26	1,116	8	351	10	1,260	9	1,730	30	973	8	(D)	5	211	13	510	2	(D)	33	
6	645	8	351	7	1,159	5	1,456	8	390	8	1,375	2	(D)	8	388	2	(D)	34	
20	471	3	101	4	274	22	583	...	(D)	3	(D)	5	131	35	
29	1,721	6	262	10	489	5	1,668	14	937	13	2,373	3	327	18	(D)	2	(D)	36	
12	987	6	262	10	489	5	1,668	13	(D)	12	(D)	3	327	13	463	37	
17	734	1	(D)	1	(D)	5	(D)	2	(D)	38	
25	1,025	1	(D)	5	112	5	843	12	439	4	296	4	106	2	(D)	39	
6	244	4	296	2	(D)	6	1,292	14	468	3	320	5	198	12	(D)	40	
3	(D)	3	(D)	2	(D)	4	(D)	6	182	2	(D)	3	(D)	10	198	41	
3	(D)	1	(D)	2	(D)	8	284	1	(D)	2	(D)	2	(D)	42	
24	1,771	4	249	12	395	16	2,278	29	1,015	9	342	8	(D)	27	1,071	2	(D)	43	
8	938	1	(D)	3	(D)	7	799	8	164	5	283	2	(D)	17	597	44	
16	833	3	(D)	9	(D)	9	1,479	21	851	4	59	6	124	10	474	2	(D)	45	
27	1,780	8	393	6	244	14	4,334	40	1,301	24	2,936	7	338	21	1,194	6	48	46	
10	393	8	198	5	160	5	726	5	(D)	4	298	1	(D)	9	338	47	
11	402	1	(D)	1	(D)	4	113	7	90	2	(D)	5	72	7	442	48	
16	4,561	32	2,863	17	1,277	12	4,714	52	2,990	7	1,107	9	679	61	4,523	10	106	49	
11	4,279	30	(D)	17	1,277	11	(D)	47	2,919	7	1,107	9	679	58	4,266	8	(D)	50	
5	282	2	(D)	1	(D)	5	71	3	257	2	(D)	51	
44	3,204	45	2,993	23	2,225	36	11,894	32	2,073	45	7,965	22	1,319	89	3,566	16	627	52	
11	1,732	26	2,224	15	1,475	20	6,284	13	778	23	3,446	9	668	46	1,798	10	150	53	
3	371	13	555	4	453	8	4,312	6	296	9	2,961	4	264	18	(D)	1	(D)	54	
30	1,101	6	214	4	297	8	1,298	13	999	13	1,558	9	387	25	(D)	5	(D)	55	
15	972	13	374	8	323	10	1,600	25	1,279	14	1,377	7	291	24	(D)	3	(D)	56	
6	355	9	286	4	220	7	996	12	810	8	1,095	4	153	11	1,114	2	(D)	57	
5	277	3	(D)	2	(D)	2	(D)	6	294	4	(D)	2	(D)	7	299	58	
4	340	1	(D)	2	(D)	1	(D)	7	175	2	(D)	1	(D)	6	(D)	1	(D)	59	
8	530	6	195	4	187	4	(D)	1	(D)	4	16	60	
10	580	4	294	3	127	6	1,644	12	475	7	701	3	188	11	(D)	2	(D)	61	
5	360	4	294	3	127	5	(D)	7	373	7	(D)	3	188	8	333	2	(D)	62	
5	220	1	(D)	5	102	...	(D)	3	(D)	63	
4	76	1	(D)	1	(D)	3	(D)	64	
29	2,433	15	1,328	15	1,096	21	5,156	38	1,980	23	1,887	13	627	44	2,539	4	50	65	
10	1,843	15	1,328	13	(D)	18	5,095	21	1,306	16	1,538	8	440	25	(D)	4	50	66	
19	590	2	(D)	3	61	17	674	7	349	5	187	19	(D)	67	
8	396	1	(D)	1	(D)	1	(D)	1	(D)	1	(D)	68	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Phillips County.....	403	229	27,650	24,018	2,383	1,116	905	405	153	7,339	41	960
2	Helena.....	188	122	17,291	15,989	1,611	767	613	196	67	4,529	21	603
3	West Helena.....	71	41	3,493	2,907	271	128	110	72	25	1,046	6	126
4	Remainder of County.....	144	66	6,866	5,122	501	221	182	137	61	1,764	14	231
5	Pike County.....	84	40	4,181	3,275	201	96	90	94	29	749	8	101
6	Poinsett County.....	364	222	22,658	19,596	1,760	872	737	391	107	4,670	48	940
7	Marked Tree.....	59	41	3,762	3,506	362	196	163	65	9	627	11	143
8	Trumann.....	91	53	5,122	4,222	293	181	145	104	33	1,532	11	172
9	Remainder of County.....	214	128	13,774	11,868	1,105	495	429	222	65	2,511	26	625
10	Polk County.....	151	91	7,808	6,448	550	316	266	184	29	1,722	17	401
11	Mena.....	98	74	6,168	5,682	509	288	240	113	20	1,484	11	272
12	Remainder of County.....	53	17	1,640	766	41	28	26	71	9	238	6	129
13	Pope County.....	202	122	14,650	13,058	1,032	521	450	225	40	3,210	15	490
14	Russellville.....	136	94	12,357	11,589	943	459	402	152	22	2,508	14	(D)
15	Remainder of County.....	66	28	2,293	1,469	89	62	48	73	18	702	1	(D)
16	Prairie County.....	120	66	5,870	4,844	382	193	170	126	28	1,300	19	324
17	Pulaski County.....	2,159	1,361	224,068	209,942	24,314	10,990	9,455	2,192	563	47,082	336	15,423
18	Little Rock.....	1,404	914	167,295	158,769	19,737	8,993	7,729	1,379	356	33,721	215	12,198
19	North Little Rock.....	586	348	49,456	45,288	4,182	1,745	1,518	623	142	10,167	96	2,791
20	Remainder of County.....	169	99	7,317	5,885	395	252	208	190	65	3,194	25	434
21	Randolph County.....	128	70	7,367	6,393	541	283	244	148	32	1,171	13	150
22	Pocahontas.....	94	62	6,407	5,891	509	267	229	114	21	879	10	120
23	Remainder of County.....	30	8	960	502	32	16	15	34	11	292	3	30
24	St. Francis County.....	323	191	20,069	16,527	1,736	986	770	313	110	5,212	34	910
25	Forrest City.....	196	130	14,476	12,762	1,301	727	558	192	56	3,324	23	620
26	Remainder of County.....	127	61	5,593	3,765	435	259	212	121	54	1,688	11	290
27	Saline County.....	197	115	16,283	14,741	1,137	480	399	233	70	4,327	18	297
28	Benton.....	149	87	13,483	12,287	1,009	408	348	181	48	3,135	13	236
29	Remainder of County.....	48	28	2,800	2,454	128	72	51	52	22	1,192	5	61
30	Scott County.....	98	48	4,097	3,099	219	148	128	106	30	1,043	8	466
31	Searcy County.....	69	31	3,506	2,728	161	99	86	86	15	761	9	67
32	Sebastian County.....	905	593	85,748	78,844	8,175	3,661	3,273	920	168	17,345	191	5,577
33	Fort Smith.....	804	548	82,459	76,645	8,008	3,563	3,185	797	132	16,129	175	5,357
34	Remainder of County.....	101	45	3,289	2,199	167	98	88	123	36	1,216	16	220
35	Sevier County.....	117	61	6,010	5,030	386	208	184	139	35	1,385	15	363
36	De Queen.....	70	44	4,904	4,406	349	180	164	82	17	872	7	313
37	Remainder of County.....	47	17	1,106	624	37	28	20	57	18	513	8	50
38	Sharp County.....	72	22	1,783	1,175	87	41	33	81	23	940	9	85
39	Stone County.....	70	28	2,632	1,790	190	79	68	70	19	440	9	115
40	Union County.....	600	398	46,661	42,463	4,492	1,980	1,756	629	182	12,175	78	1,897
41	El Dorado.....	417	289	38,129	35,553	3,946	1,722	1,523	422	115	8,980	50	1,366
42	Remainder of County.....	183	109	8,532	6,910	546	258	233	207	67	3,195	28	531
43	Van Buren County.....	75	37	3,928	3,462	177	91	77	76	16	589	12	129
44	Washington County.....	526	350	48,321	44,535	3,881	1,774	1,521	562	118	9,508	90	2,356
45	Fayetteville.....	232	170	24,888	23,832	2,322	1,057	903	225	37	4,541	47	1,254
46	Springdale.....	150	106	14,452	13,322	1,060	457	408	163	31	2,618	23	470
47	Remainder of County.....	144	74	8,981	7,381	499	260	210	174	50	2,349	20	632
48	White County.....	423	199	26,126	21,564	1,717	864	722	480	115	4,599	49	903
49	Searcy.....	185	99	17,585	15,833	1,280	609	505	212	44	2,502	17	390
50	Remainder of County.....	238	100	8,541	5,731	437	255	217	268	71	2,097	32	513
51	Woodruff County.....	169	93	8,528	7,196	522	316	236	176	56	2,143	15	191
52	Yell County.....	145	75	9,599	8,433	433	270	228	141	25	965	20	280

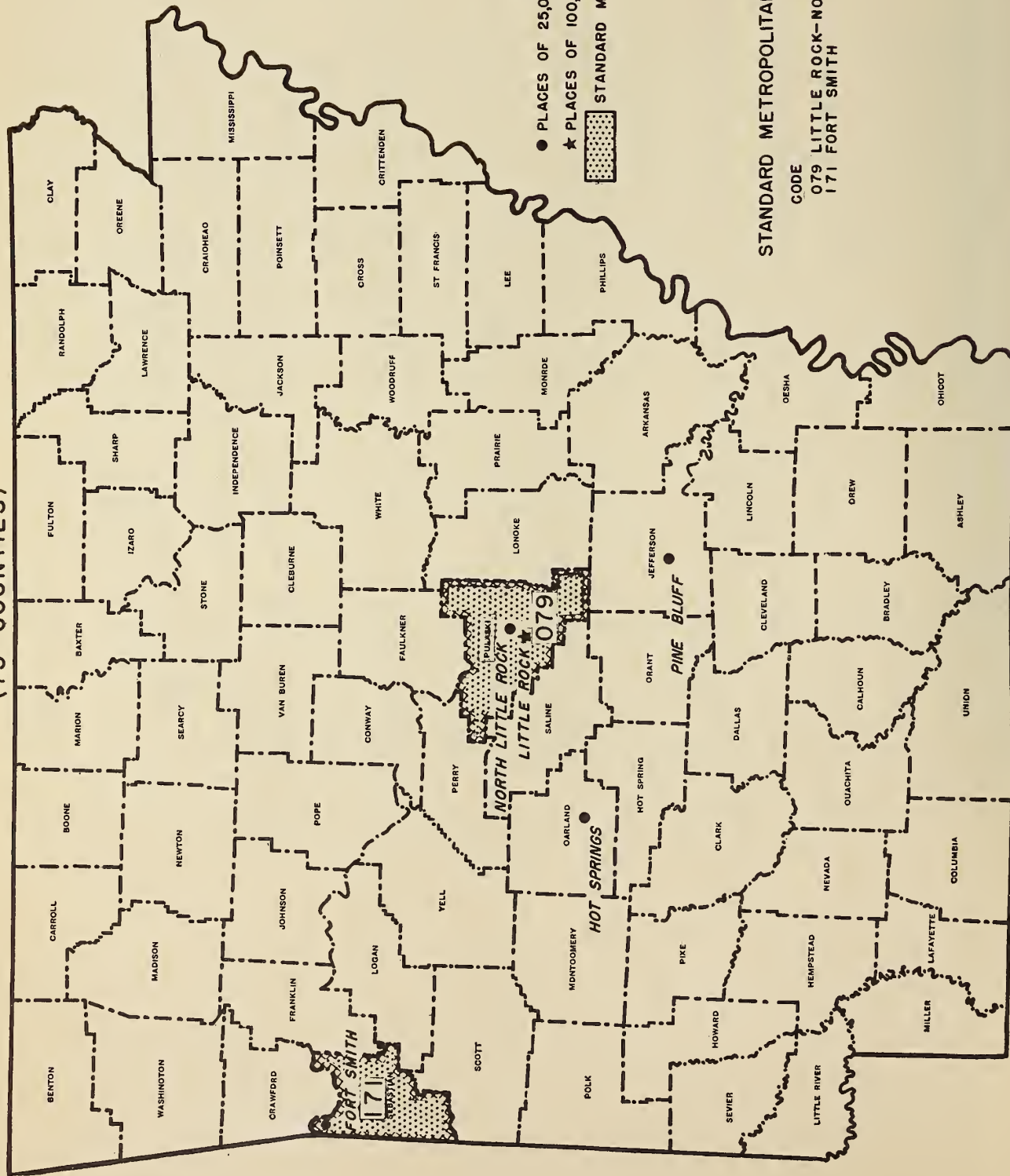
Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable (Z) Less than \$500. ... Represents zero.

BY COUNTIES: CITIES OF 2500 INHABITANTS OR MORE—Continued

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
34	2,834	33	2,165	18	1,408	16	5,287	25	1,323	16	3,513	14	886	48	1,841	5	94	1
9	1,418	22	1,753	12	1,014	9	3,980	9	498	7	2,165	8	496	24	835	2
6	249	2	(D)	2	(D)	2	(D)	6	251	2	(D)	3	171	13	712	4	(D)	3
19	1,167	9	(D)	4	(D)	5	(D)	10	574	7	(D)	3	219	11	294	1	(D)	4
6	529	2	(D)	3	20	4	(D)	13	442	6	383	5	159	6	294	2	(D)	5
33	1,991	17	903	20	972	20	3,362	27	1,287	25	5,266	15	(D)	51	2,435	1	(D)	6
5	177	3	375	6	(D)	2	(D)	6	334	3	895	3	196	11	529	7
9	361	5	178	2	(D)	4	611	9	328	7	1,342	2	(D)	9	251	8
19	1,453	9	350	12	425	14	(D)	12	625	15	3,029	10	420	31	1,655	1	(D)	9
25	1,022	4	303	5	355	16	1,498	27	709	8	607	4	285	12	828	4	78	10
6	341	4	303	5	355	12	1,448	16	525	6	(D)	4	285	10	(D)	4	78	11
19	681	4	50	11	184	2	(D)	2	(D)	12
18	1,201	12	712	16	1,186	17	3,270	37	1,014	16	(D)	14	431	15	1,639	2	(D)	13
6	678	11	(D)	14	(D)	13	3,155	20	647	14	1,153	7	314	15	1,639	14
12	523	1	(D)	2	(D)	4	115	17	367	2	(D)	7	117	2	(D)	15
14	518	5	90	6	428	2	(D)	21	748	12	1,308	5	208	6	184	2	(D)	16
81	36,062	118	11,830	106	10,497	106	47,571	241	13,829	95	13,283	88	7,348	313	17,214	112	3,929	17
50	33,689	94	10,411	60	7,574	54	31,266	146	8,253	53	8,727	68	5,942	222	12,514	86	3,000	18
16	1,838	21	1,304	44	(D)	44	15,901	73	4,644	36	3,933	19	(D)	76	3,947	19	810	19
15	535	3	115	2	(D)	8	404	22	932	6	623	1	(D)	15	753	7	119	20
19	790	5	334	6	223	14	2,137	12	507	11	1,186	6	276	6	593	21
8	501	5	334	6	223	14	2,137	9	(D)	11	1,186	6	276	4	(D)	22
11	289	3	(D)	2	(D)	23
39	1,846	22	1,235	12	834	16	3,417	23	1,363	17	3,294	7	441	38	1,430	5	87	24
14	1,037	16	958	10	(D)	12	2,840	16	1,058	11	2,197	7	441	29	1,112	2	(D)	25
25	809	6	277	2	(D)	4	577	7	305	6	1,097	9	318	3	(D)	26
17	2,950	5	406	4	284	14	4,874	35	1,176	...	(D)	...	161	12	40	2	(D)	27
9	2,214	5	406	4	284	13	(D)	24	(D)	8	1,199	4	361	19	400	2	(D)	28
8	736	1	(D)	11	(D)	1	(D)	29
8	314	1	(D)	5	92	8	941	21	444	7	400	5	121	5	(D)	30
9	414	3	60	1	(D)	8	1,134	10	290	6	327	3	117	5	(D)	31
35	10,476	54	5,765	54	3,761	57	19,927	106	5,259	38	7,617	27	2,470	133	6,279	42	1,272	32
17	9,657	54	5,765	51	3,635	56	(D)	92	4,801	37	(D)	23	2,375	128	6,247	39	(D)	33
18	819	3	126	1	(D)	14	458	1	(D)	4	95	5	32	3	(D)	34
15	718	4	78	1	(D)	11	1,409	14	456	8	344	4	299	6	(D)	4	26	35
7	461	3	(D)	...	(D)	11	1,409	8	344	7	(D)	3	(D)	5	(D)	2	(D)	36
8	257	1	(D)	1	(D)	6	112	1	(D)	1	(D)	1	(D)	2	(D)	37
14	289	4	(D)	13	279	3	(D)	4	65	2	(D)	38
13	658	3	110	4	36	5	(D)	3	56	4	277	2	(D)	4	(D)	4	20	39
28	4,059	34	2,545	27	3,259	42	10,775	64	3,132	24	2,918	23	1,400	88	4,163	10	338	40
13	3,524	29	2,343	22	2,854	27	8,561	46	2,671	19	2,768	16	1,197	70	3,527	10	338	41
15	535	5	202	5	405	15	2,214	18	461	5	150	7	203	18	636	42
9	284	3	116	2	(D)	3	584	11	182	6	299	2	(D)	11	1,532	43
27	3,333	33	1,997	27	1,590	43	8,910	53	2,504	31	4,105	21	1,463	72	12,231	11	324	44
10	2,110	23	1,448	17	1,232	19	5,654	20	1,279	12	2,073	12	1,070	31	4,209	4	18	45
7	675	9	(D)	4	270	19	2,903	16	813	7	1,023	6	248	23	4,736	5	(D)	46
10	548	1	(D)	6	88	5	353	17	412	12	1,009	3	145	18	3,286	2	(D)	47
44	5,819	14	778	15	705	33	5,885	54	1,847	31	2,688	15	633	46	2,111	7	158	48
16	4,494	9	691	11	501	22	5,035	21	707	9	1,517	5	440	27	(D)	4	(D)	49
28	1,325	5	87	4	204	11	850	33	1,140	22	1,171	10	193	19	(D)	3	(D)	50
19	2,208	10	364	8	264	11	936	18	609	9	974	9	258	14	581	51
29	1,186	2	(D)	5	132	11	1,752	16	454	5	330	13	289	15	(D)	4	40	52

ARKANSAS (75 COUNTIES)



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- STANDARD METROPOLITAN AREA

STANDARD METROPOLITAN AREA

CODE

079 LITTLE ROCK-NORTH LITTLE ROCK
171 FORT SMITH

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| Retail Trade
<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | Wholesale Trade
<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | Selected Service Trades
<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
|---|--|--|
- ☐ Public Merchandise Warehouses
☐ 1954 Census of Business—Puerto Rico

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$_____

Your Name _____

Street Address _____ City _____ Zone ____ State _____

18135

1954 Census of Business

RETAIL TRADE

December 1955

Series: PR-1-5

CALIFORNIA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the “employer” universe, and those with no paid employment during 1954, i. e., the “non-employer” universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of “Employers”

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of “Non-Employers”

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “non-employer” segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
CALIFORNIA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	131,080	87,764	15,629,108	14,639,860	120,959	80,236	10,956,636	10,127,957
Food stores.....	22,865	13,659	3,840,830	3,525,778	23,692	13,427	2,558,938	2,249,638
Eating, drinking places.....	26,986	20,520	1,310,257	1,216,459	26,361	19,651	1,002,167	937,583
General merchandise group.....	4,198	3,154	1,569,253	1,548,199	3,911	2,870	1,246,660	1,234,374
Apparel, accessories stores.....	9,993	8,109	972,473	938,197	9,549	6,808	765,685	725,395
Furniture, home furnishings, appliance dealers.....	8,591	6,189	955,859	905,467	7,942	5,340	667,447	631,910
Automotive group.....	6,303	4,883	2,651,381	2,605,167	6,052	4,832	1,722,669	1,656,328
Gasoline service stations.....	14,768	10,754	1,150,941	1,038,799	14,296	8,934	593,325	492,964
Lumber, bldg. matls., hardware, farm equipment dealers..	6,028	4,512	1,027,403	986,103	5,954	4,557	902,406	866,336
Drug stores, proprietary stores.....	3,559	3,163	494,376	483,120	3,351	2,999	364,587	355,622
Other retail stores.....	21,243	11,883	1,337,184	1,148,168	19,440	10,480	975,512	821,388
Nonstore retailers.....	6,546	938	319,151	244,403	411	338	157,240	156,419

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	California, total.....	131,080	87,764	15,629,108	14,639,860	1,838,233	595,362	490,955	143,970	22,865	3,840,830	26,986	1,310,257
2	Alameda County.....	8,575	5,347	968,430	896,542	119,659	37,996	30,278	9,251	1,919	243,185	1,733	78,781
3	Alameda.....	465	309	45,267	41,551	4,732	1,456	1,153	504	121	16,492	84	3,465
4	Albany.....	140	78	14,053	12,849	1,356	370	295	157	30	3,608	32	1,092
5	Berkeley.....	1,155	763	123,718	115,080	14,475	4,978	3,918	1,226	271	33,404	163	7,903
6	Emeryville.....	53	41	2,761	2,655	450	156	124	68	5	340	29	1,086
7	Hayward.....	466	334	64,517	61,021	7,062	2,135	1,723	482	89	15,291	81	3,425
8	Livermore.....	110	84	11,729	11,057	1,138	348	292	122	17	3,266	26	885
9	Oakland.....	4,824	2,976	583,435	543,069	78,588	24,669	19,822	5,177	1,124	124,721	1,044	51,445
10	Piedmont.....	14	10	1,797	1,779	215	61	37	15	3	1,239	3	(D)
11	Pleasanton.....	47	35	4,465	4,183	493	148	118	51	9	1,738	14	556
12	San Leandro.....	577	343	59,854	54,066	5,992	1,900	1,480	628	105	18,575	100	4,053
13	Remainder of County.....	724	374	56,834	49,232	5,158	1,775	1,316	821	145	24,511	157	(D)
14	Alpine County.....	11	11	574	574	63	31	29	12	2	(D)	3	136
15	Amador County.....	119	87	7,986	7,500	823	324	285	134	17	2,235	41	1,365
16	Butte County.....	884	612	87,158	80,978	8,892	3,330	2,483	996	167	22,990	150	4,948
17	Chico.....	337	259	39,818	38,236	4,626	1,506	1,248	350	52	9,812	54	1,869
18	Gridley.....	99	65	9,542	8,912	783	259	222	121	10	1,716	19	461
19	Oroville.....	213	139	20,237	18,205	2,018	709	598	258	46	5,751	27	893
20	Remainder of County.....	235	149	17,561	15,625	1,465	856	415	267	59	5,711	50	1,725
21	Calaveras County.....	133	77	7,199	6,343	563	216	165	148	31	2,221	36	801
22	Colusa County.....	211	137	17,913	16,311	1,702	574	478	246	30	3,543	53	1,663
23	Colusa.....	87	57	9,774	9,244	1,033	328	281	107	8	1,436	19	460
24	Remainder of County.....	124	80	8,139	7,067	669	246	197	139	22	2,107	34	1,203
25	Contra Costa County.....	3,011	1,981	312,646	289,842	31,644	10,126	7,752	3,467	622	97,950	614	22,149
26	Antioch.....	194	110	18,167	15,935	1,801	551	442	222	34	5,079	37	1,116
27	Concord.....	193	143	24,075	22,939	2,042	645	515	235	30	10,224	34	1,315
28	El Cerrito.....	149	107	18,608	17,830	1,915	532	411	171	29	6,457	24	1,171
29	Martinez.....	169	129	16,026	15,120	1,613	527	408	185	29	4,221	38	1,295
30	Pittsburg.....	316	190	24,457	21,587	2,372	759	611	361	68	5,402	82	2,069
31	Richmond.....	770	526	90,839	85,765	9,659	3,183	2,396	892	190	26,406	149	5,588
32	San Pablo.....	194	96	12,778	11,238	961	342	257	249	48	6,897	53	1,151
33	Remainder of County.....	1,026	680	107,696	99,428	11,281	3,587	2,712	1,152	194	33,264	197	8,444
34	Del Norte County.....	194	126	16,861	15,407	1,585	513	445	220	22	4,062	57	2,427
35	El Dorado County.....	290	182	20,254	18,524	2,017	656	551	309	58	5,873	70	2,320
36	Placerville.....	122	94	12,086	11,770	1,334	441	366	120	14	3,104	26	953
37	Remainder of County.....	168	88	8,168	6,754	683	215	185	189	44	2,769	44	1,367
38	Fresno County.....	3,759	2,349	364,487	330,791	38,084	12,935	10,708	4,206	781	96,392	727	26,729
39	Clovis.....	72	46	6,153	5,709	508	181	142	86	17	1,705	18	461
40	Coalinga.....	95	69	8,140	7,628	804	306	259	106	7	2,390	17	533
41	Fresno.....	2,050	1,346	242,142	224,816	28,137	9,421	7,753	2,275	384	57,548	353	17,255
42	Orange Cove.....	28	18	1,338	1,224	105	41	33	30	7	287	4	79
43	Reedley.....	125	79	12,568	11,286	1,108	353	317	131	28	3,726	23	661
44	Sanger.....	117	81	11,735	10,291	1,027	339	280	139	26	3,696	18	517
45	Selma.....	175	103	13,417	11,591	1,071	422	347	200	41	3,774	36	774
46	Remainder of County.....	1,097	607	68,994	58,246	5,324	1,872	1,577	1,239	271	23,266	258	6,449
47	Glenn County.....	200	146	21,577	20,563	1,910	633	539	233	21	4,361	45	1,438
48	Willows.....	81	69	11,307	11,091	1,122	337	293	94	8	2,117	14	677
49	Remainder of County.....	119	77	10,270	9,472	788	296	246	139	13	2,244	31	761
50	Humboldt County.....	1,040	690	119,592	111,118	12,623	3,927	3,160	1,184	173	31,517	234	9,459
51	Arcata.....	110	80	17,788	16,928	2,014	669	555	124	18	4,480	19	1,063
52	Eureka.....	442	322	64,367	62,067	7,315	2,191	1,781	505	70	14,916	88	4,212
53	Remainder of County.....	488	288	37,437	32,123	3,294	1,067	824	555	85	12,121	127	4,891
54	Imperial County.....	760	608	96,152	90,616	10,379	3,760	3,188	763	115	20,851	193	7,891
55	Brawley.....	178	146	21,533	20,527	2,298	746	668	179	20	4,523	54	1,860
56	Calexico.....	110	92	15,415	15,079	1,783	817	601	106	13	3,193	22	1,172
57	El Centro.....	223	189	39,866	37,444	4,487	1,546	1,343	222	31	6,629	45	2,580
58	Holtville.....	66	44	5,463	4,983	531	201	175	64	9	2,125	16	502
59	Remainder of County.....	183	137	13,875	12,583	1,280	450	401	192	42	4,381	56	1,777
60	Inyo County.....	194	138	18,761	17,531	2,082	604	521	216	11	4,216	51	2,262
61	Bishop.....	86	60	10,294	9,808	1,121	317	282	94	2	(D)	14	1,015
62	Remainder of County.....	108	78	8,467	7,723	961	287	239	122	9	(D)	37	1,247
63	Kern County.....	2,567	1,907	294,620	278,176	33,589	11,208	9,353	2,789	473	72,665	538	23,708
64	Bakersfield.....	1,193	849	166,504	157,636	21,173	6,988	5,750	1,250	200	31,976	259	11,581
65	Delano.....	181	139	19,266	18,384	2,081	675	576	201	31	4,356	35	1,229
66	Taft.....	153	135	16,400	15,944	1,786	573	488	159	32	4,635	25	1,044
67	Wasco.....	83	65	8,039	7,865	763	258	220	93	16	2,392	20	526
68	Remainder of County.....	957	719	84,411	78,347	7,786	2,754	2,319	1,086	194	29,306	199	9,268
69	Kings County.....	541	355	51,942	47,970	5,324	1,809	1,494	583	82	11,930	92	3,018
70	Corcoran.....	80	52	7,532	6,652	691	277	222	78	11	1,655	13	377
71	Hanford.....	243	169	28,971	27,541	3,385	1,087	906	258	34	5,647	35	1,533
72	Remainder of County.....	218	134	15,439	13,777	1,248	445	366	247	37	4,628	42	1,108
73	Lake County.....	290	172	15,143	13,039	1,097	364	294	334	48	4,315	71	1,723
74	Lassen County.....	185	123	19,337	17,857	1,652	559	425	220	33	8,286	34	1,122
75	Susanville.....	95	77	11,673	11,235	1,184	377	305	111	12	3,145	17	590
76	Remainder of County.....	90	46	7,664	6,622	468	182	120	109	21	5,141	17	532

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXXX Not applicable. (Z) Less than \$500. ... Represents zero.

BY COUNTIES: CITIES OF 2500 INHABITANTS OR MORE

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
4,198	1,569,253	9,993	972,473	8,591	955,859	6,303	2,651,381	14,768	1,150,941	6,028	1,027,403	3,559	494,376	21,243	1,337,184	6,546		1
273	103,149	622	67,854	537	69,712	388	158,731	796	61,221	292	38,525	241	33,878	1,385	76,393	389	37,001	2
14	1,756	37	2,304	36	2,635	13	7,777	38	3,377	9	450	15	2,620	75	3,841	23	550	3
6	270	7	230	7	295	11	5,264	12	575	3	(D)	2	(D)	29	1,297	1	(D)	4
46	9,724	87	8,678	93	12,064	54	20,939	110	9,588	37	4,141	39	4,993	216	11,342	39	942	5
...	1	(D)	2	(D)	8	549	1	(D)	7	227	...	(D)	6
18	4,732	38	5,718	40	3,743	26	12,358	58	4,685	21	4,417	11	2,130	67	7,874	17	144	7
6	527	12	609	11	702	6	2,674	12	923	6	677	2	(D)	12	1,151	...	(D)	8
131	80,351	375	45,055	273	45,734	210	92,043	387	29,560	143	19,210	130	18,836	780	43,032	227	33,448	9
...	4	400	1	(D)	3	38	10
1	(D)	5	359	1	(D)	2	(D)	5	514	4	(D)	1	(D)	3	281	2	(D)	11
19	3,226	32	2,797	39	2,791	36	11,230	64	5,780	26	4,000	17	2,260	407	3,997	32	1,145	12
32	(D)	29	2,104	36	(D)	28	5,628	98	5,270	43	4,254	22	2,223	86	3,313	48	684	13
2	(D)	1	(D)	2	(D)	1	(D)	14
11	808	5	(D)	4	54	5	1,157	13	561	4	667	7	276	10	567	2	(D)	15
39	6,452	57	4,347	66	4,126	60	13,820	95	5,160	60	12,488	26	2,570	135	9,894	29	363	16
16	3,063	31	2,961	23	1,754	19	6,516	29	2,059	19	6,052	12	1,274	64	4,270	18	188	17
7	338	3	(D)	9	325	11	2,273	12	623	7	1,495	2	(D)	16	1,757	3	(D)	18
7	2,230	21	1,089	19	1,447	17	4,447	25	1,278	14	915	9	751	23	1,409	5	27	19
9	821	2	(D)	15	600	13	584	29	1,200	20	4,026	3	(D)	32	2,458	3	(D)	20
6	591	5	145	4	177	6	1,290	24	(D)	4	280	6	275	8	(D)	3	63	21
21	954	9	629	7	526	11	2,846	26	1,819	22	4,029	4	370	28	1,534	22
9	511	6	548	5	(D)	6	2,260	8	433	10	2,680	2	(D)	14	731	23
12	443	3	81	2	(D)	5	586	18	1,386	12	1,349	2	(D)	14	803	24
106	25,723	192	14,302	195	18,361	163	55,091	330	26,289	160	21,393	91	9,536	416	19,992	122	1,860	25
7	1,695	15	907	15	1,079	11	3,766	19	1,226	12	1,213	3	473	30	1,338	11	275	26
6	912	17	659	16	1,229	13	3,005	29	2,263	7	1,230	8	985	21	2,097	12	156	27
5	286	11	222	8	636	10	1,928	24	1,921	12	4,637	6	593	14	707	6	50	28
8	(D)	14	981	12	921	14	4,334	23	1,280	8	762	4	363	17	820	2	(D)	29
18	3,000	23	1,832	17	1,564	8	5,218	27	1,809	10	382	7	1,109	49	1,818	7	254	30
30	11,121	46	5,241	47	5,922	56	18,739	75	6,647	33	3,676	18	2,307	106	4,864	20	328	31
2	(D)	7	55	5	195	7	439	22	1,619	9	802	3	216	32	1,228	10	(D)	32
30	7,592	63	4,405	75	6,815	44	17,662	111	9,524	69	8,691	42	3,490	147	7,120	54	689	33
10	1,293	10	470	6	(D)	9	3,431	29	2,004	13	1,263	3	415	31	1,033	4	(D)	34
12	605	17	876	11	479	13	3,807	53	2,297	17	1,913	3	404	36	1,680	35
5	377	13	731	6	284	13	3,807	12	807	12	942	3	404	18	677	36
7	228	4	145	5	195	41	1,490	5	971	18	1,003	37
136	28,890	240	23,037	244	23,943	204	47,626	464	25,313	204	35,373	92	12,482	527	39,846	140	4,856	38
3	445	4	75	4	(D)	3	(D)	4	212	3	(D)	2	(D)	14	915	39
62	22,555	164	19,654	165	19,364	100	31,150	257	15,220	75	19,081	59	9,330	336	26,701	95	4,284	40
1	(D)	3	88	2	(D)	2	(D)	3	200	2	(D)	1	(D)	3	78	41
8	667	7	362	12	790	10	2,214	12	484	9	2,745	5	296	11	623	42
4	516	10	547	4	592	12	2,450	11	589	10	1,101	3	(D)	19	(D)	43
7	792	14	614	8	693	14	2,419	26	1,572	6	560	3	332	16	1,767	4	120	45
47	3,410	31	1,413	42	1,973	54	6,145	137	6,368	90	10,390	16	1,614	110	7,514	41	452	46
12	2,050	6	376	12	538	18	4,932	27	1,814	19	3,520	6	528	28	1,996	6	24	47
5	1,447	3	(D)	7	240	7	3,148	11	854	7	1,656	3	315	14	644	2	(D)	48
7	603	3	(D)	5	298	11	1,784	16	960	12	1,864	3	213	14	1,352	4	(D)	49
52	12,365	70	4,621	56	4,954	52	22,209	116	9,554	61	11,215	23	2,714	174	10,501	29	483	50
5	1,862	6	432	9	515	6	2,299	12	1,355	6	3,737	4	586	25	1,459	51
9	7,768	42	3,209	24	3,430	29	14,512	37	3,492	25	4,964	10	1,098	84	(D)	24	(D)	52
38	2,735	22	980	23	1,009	17	5,398	67	4,707	30	2,614	9	1,030	65	(D)	5	(D)	53
34	9,908	54	4,980	35	3,131	33	14,255	115	8,712	52	13,672	16	2,533	93	9,331	20	888	54
7	1,629	12	624	11	1,128	8	3,377	24	1,529	9	3,201	4	(D)	28	2,986	1	(D)	55
10	3,929	15	1,718	5	(D)	3	(D)	10	723	8	2,088	4	484	13	498	7	55	56
6	3,754	22	2,211	13	1,609	16	9,463	31	2,926	19	5,569	4	1,287	28	3,263	8	575	57
3	167	3	(D)	5	99	2	(D)	17	971	4	674	1	(D)	4	367	2	(D)	58
8	429	2	(D)	1	(D)	4	74	33	2,563	12	2,140	3	87	20	2,217	2	(D)	59
12	2,051	9	285	10	260	12	4,063	34	2,685	8	698	3	522	38	1,697	6	22	60
6	759	6	194	6	142	9	2,816	10	1,173	4	310	2	(D)	23	865	4	(D)	61
6	1,292	3	91	4	118	3	1,247	24	1,512	4	388	1	(D)	15	832	2	(D)	62
99	32,685	166	12,819	137	15,367	148	47,095	382	26,908	125	29,022	61	8,469	366	23,081	70	2,801	63
29	27,693	87	8,544	73	10,384	72	28,789	165	11,875	42	15,376	26	5,242	198	13,195	42	1,849	64
5	795	20	1,185	10	926	12	3,474	27	2,019	13	3,611	3	(D)	23	1,327	2	(D)	65
7	652	16	982	14	1,293	13	4,136	15	1,193	6	746	3	452	21	(D)	1	(D)	66
3	293	5	264	3	406	6	2,000	10	745	7	846	2	(D)	11	(D)	67
55	3,252	40	1,844	37	2,358	45	8,696	165	11,076	57	8,443	27	2,211	113	7,367	25	590	68
17	4,752	43	2,279	34	2,989	41	8,348	73	2,754	39	7,291	14	1,595	87	6,764	19	222	69
6	731	6	373	4	313	9	1,695	11	511	4	635	2	(D)	12	(D)	70
8	3,66																	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total					Kind-of-business group						
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Los Angeles County.....	48,413	32,329	6,743,696	6,382,406	813,450	263,623	218,279	51,253	7,375	1,609,806	9,376	524,604
2	Alhambra.....	590	418	95,538	92,080	11,183	3,814	3,075	564	74	18,359	87	6,252
3	Arcadia.....	329	215	42,129	39,709	4,578	1,609	1,225	344	35	13,931	42	2,756
4	Azusa.....	139	101	16,706	15,710	1,591	518	410	165	22	7,025	21	1,036
5	Bell.....	220	148	28,099	26,655	2,861	843	642	221	36	8,548	47	2,219
6	Beverly Hills.....	614	494	141,795	139,005	21,965	6,958	6,140	530	44	16,376	67	12,305
7	Burbank.....	949	643	131,487	124,111	14,807	4,856	3,902	1,011	104	39,673	171	11,514
8	Claremont.....	70	46	5,776	5,192	509	256	175	77	11	1,091	11	299
9	Compton.....	621	435	124,001	119,137	12,479	3,920	3,049	686	98	28,077	113	4,968
10	Covina.....	124	106	21,045	20,657	2,356	742	590	120	11	5,444	16	789
11	Culver City.....	391	293	74,240	72,570	7,660	2,327	1,880	428	35	16,013	74	4,304
12	El Monte.....	316	248	44,664	42,060	4,911	1,544	1,277	298	35	9,976	44	2,132
13	El Segundo.....	82	48	11,017	10,425	1,126	378	307	91	11	2,365	18	537
14	Gardena.....	296	210	39,474	37,202	4,109	1,266	1,062	351	42	12,158	52	3,435
15	Glendale.....	1,199	853	192,876	184,726	22,128	7,052	5,679	1,186	164	54,643	161	10,416
16	Glendora.....	90	56	6,921	6,265	586	232	174	110	10	1,601	13	556
17	Hawthorne.....	235	175	39,175	37,827	3,794	1,204	944	263	36	15,685	40	2,149
18	Hermosa Beach.....	196	136	26,461	25,649	2,726	838	709	201	27	3,982	55	1,669
19	Huntington Park.....	602	416	97,311	93,307	11,282	3,621	2,961	595	60	10,967	123	5,995
20	Inglewood.....	774	534	125,434	119,092	14,675	4,667	3,636	787	84	25,125	135	6,846
21	La Verne.....	48	24	2,263	1,769	181	84	51	51	15	969	6	233
22	Long Beach.....	3,192	2,310	473,606	453,536	59,347	19,420	16,207	3,387	473	103,002	697	39,864
23	Los Angeles.....	23,859	15,465	3,258,950	3,070,964	416,601	134,565	113,051	25,422	3,955	71,346	4,853	281,877
24	Lynwood.....	313	199	39,819	37,501	4,625	1,407	1,138	354	35	16,908	69	3,205
25	Manhattan Beach.....	171	117	18,898	17,840	1,854	544	457	196	29	3,206	34	1,827
26	Maywood.....	189	117	14,996	12,988	1,652	586	463	219	23	3,660	57	2,251
27	Monrovia.....	282	204	43,043	41,881	4,531	1,354	1,127	286	37	9,385	41	1,262
28	Montebello.....	282	178	27,378	24,520	2,481	940	667	308	40	11,444	51	1,745
29	Monterey Park.....	200	110	20,002	18,196	1,942	644	503	227	30	9,710	32	1,254
30	Palos Verdes Estates.....	15	9	1,263	1,157	114	39	29	18	1	(D)	3	197
31	Pasadena.....	1,422	1,022	241,252	233,242	32,778	10,943	9,158	1,423	177	41,245	219	11,754
32	Pomona.....	593	425	84,357	80,769	9,778	3,266	2,674	591	72	19,317	102	4,983
33	Redondo Beach.....	319	235	49,836	47,744	4,072	1,408	1,122	325	58	20,719	52	2,012
34	San Fernando.....	353	231	46,397	43,977	5,219	1,677	1,333	362	52	9,295	57	2,182
35	San Gabriel.....	330	184	38,258	34,608	3,804	1,171	933	364	57	13,752	59	2,286
36	San Marino.....	106	86	13,734	13,350	1,464	507	407	111	9	4,415	9	700
37	Santa Monica.....	1,064	758	152,616	145,620	18,493	6,062	4,855	1,054	122	37,118	208	12,174
38	Sierra Madre.....	65	41	6,214	5,636	696	210	149	68	12	2,440	4	244
39	Signal Hill.....	34	18	2,316	2,086	196	66	54	40	2	(D)	4	163
40	South Gate.....	503	339	66,624	62,976	6,663	2,034	1,807	545	75	14,028	115	5,349
41	South Pasadena.....	139	109	20,374	19,502	2,205	705	577	143	18	5,502	22	1,336
42	Torrance.....	312	214	40,266	37,374	3,958	1,336	1,033	337	64	14,938	64	2,672
43	West Covina.....	69	29	6,369	5,697	506	175	144	85	10	2,286	9	309
44	Whittier.....	537	379	82,459	78,407	9,998	3,524	2,753	532	76	23,186	77	4,270
45	Remainder of County.....	6,179	3,951	728,167	679,687	74,966	24,313	19,750	6,777	994	240,206	1,242	60,278
46	Madera County.....	457	283	38,467	32,853	3,449	1,148	951	516	116	11,635	75	2,365
47	Chowchilla.....	106	60	7,361	6,323	658	240	200	116	25	2,174	17	579
48	Madera.....	267	169	26,182	22,314	2,365	799	658	302	66	7,126	44	1,511
49	Remainder of County.....	84	54	4,924	4,216	426	109	93	98	25	2,355	14	275
50	Marin County.....	977	697	107,644	101,902	11,936	3,822	2,963	1,131	186	31,749	207	10,370
51	Corte Madera.....	30	16	3,417	3,255	363	94	69	32	6	(D)	5	247
52	Fairfax.....	55	33	4,867	4,497	551	150	121	67	12	1,880	13	600
53	Larkspur.....	23	17	2,129	2,073	181	76	47	30	3	771	3	172
54	Mill Valley.....	121	87	12,823	12,115	1,287	416	313	139	23	4,494	21	767
55	San Anselmo.....	110	84	12,252	11,766	1,226	396	313	117	22	6,336	15	841
56	San Francisco.....	312	236	47,452	45,422	5,698	1,743	1,368	375	45	6,937	65	3,283
57	Sausalito.....	57	51	4,515	4,447	577	213	161	75	17	1,672	15	1,050
58	Remainder of County.....	269	173	20,189	18,327	2,053	734	571	296	58	(D)	70	3,410
59	Mariposa County.....	91	57	4,375	3,693	409	86	79	85	25	1,747	32	863
60	Mendocino County.....	593	403	54,351	50,485	5,223	1,664	1,410	640	107	14,129	149	5,518
61	Fort Bragg.....	97	71	10,307	9,993	1,012	312	267	96	25	2,951	19	741
62	Ukiah.....	196	148	22,566	21,198	2,338	716	616	211	30	5,381	32	1,650
63	Willits.....	77	57	7,636	7,210	648	231	185	83	13	2,752	16	701
64	Remainder of County.....	223	127	13,842	12,084	1,225	405	342	250	39	3,045	82	2,426
65	Merced County.....	894	608	85,105	78,195	8,538	2,821	2,348	957	154	19,652	171	6,465
66	Atwater.....	63	43	5,191	4,589	475	174	144	61	8	(D)	10	345
67	Los Banos.....	114	86	11,033	10,225	1,060	371	301	127	16	1,600	21	815
68	Merced.....	365	261	45,277	43,043	5,200	1,653	1,372	376	61	9,367	76	3,634
69	Remainder of County.....	352	218	23,604	20,338	1,803	623	531	393	69	(D)	64	1,671
70	Modoc County.....	130	90	9,086	7,990	660	235	187	158	19	2,047	32	1,207
71	Alturas.....	73	59	6,691	6,389	531	182	150	95	10	1,420	11	693
72	Remainder of County.....	57	31	2,395	1,601	129	53	37	63	9	627	21	514
73	Mono County.....	69	47	3,364	3,014	349	89	79	84	9	(D)	20	714
74	Monterey County.....	1,756	1,230	166,586	154,060	20,113	6,341	5,277	1,978	269	38,969	380	16,375
75	Carmel by the Sea.....	149	121	11,563	11,261	1,388	486	402	169	18	2,884	23	1,458
76	King City.....	67	63	7,631	7,499	873	286	240	61	5	1,748	17	708
77	Monterey.....	351	273	37,507	36,199	4,981	1,516	1,285	366	47	7,117	81	4,904
78	Pacific Grove.....	92	54	12,300	11,552	1,978	647	542	100	12	1,594	13	438
79	Salinas.....	521	405	61,443	58,147	7,934	2,409	2,000	543	66	12,132	118	4,947
80	Remainder of County.....	576	314	36,142	29,402	2,959	997	808	739	121	13,494	128	3,920
81	Napa County.....	557	367	53,817	49,605	5,882	1,843	1,499	594	91	13,714	128	4,219
82	Napa.....	328	230	40,395	38,039	4,773	1,443	1,222	351	48	10,071	58	2,342
83	Remainder of County.....	229	137	13,422	11,566	1,109	400	277	243	43	3,643	70	1,877

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
1,340	718,170	4,039	430,337	3,569	436,097	2,211	1,220,206	5,466	493,757	1,967	365,301	1,335	221,030	8,377	530,320	3,358	194,068	1
27	8,345	76	7,782	55	9,271	43	25,798	70	6,186	24	4,375	17	2,792	86	5,455	31	923	2
15	2,500	41	3,541	24	1,652	17	2,991	42	4,024	22	5,256	9	1,729	56	3,267	26	482	3
4	667	15	657	11	833	8	704	17	1,918	7	1,390	5	763	22	1,609	7	104	4
3	1,378	7	411	13	2,047	18	7,788	32	2,025	16	1,432	5	611	24	1,008	19	632	5
13	(0)	153	25,976	43	9,532	16	26,503	41	4,247	16	4,849	34	5,148	148	(D)	39	1,619	6
24	5,930	75	5,240	78	7,526	60	25,975	121	10,380	51	8,445	25	4,504	182	9,553	58	2,747	7
3	340	3	141	4	304	3	1,453	6	454	3	711	3	294	19	617	4	72	8
17	23,393	36	3,742	35	6,020	68	38,006	74	6,446	32	3,854	8	2,329	110	6,448	30	718	9
3	(0)	16	1,015	9	885	10	5,712	16	1,483	13	1,539	7	994	22	2,293	1	(0)	10
10	3,221	37	2,791	39	3,305	27	28,810	50	5,121	22	5,551	11	1,446	54	2,853	32	825	11
14	2,510	33	4,010	31	3,059	39	10,936	35	4,522	23	3,478	5	1,266	46	2,510	11	265	12
3	(0)	5	123	3	113	3	(D)	12	1,668	6	1,382	4	(D)	13	409	4	38	13
4	462	15	1,694	17	1,448	14	6,691	44	5,071	25	3,832	6	972	53	3,209	24	522	14
30	21,162	128	11,894	108	12,411	80	45,343	128	11,600	56	7,488	44	5,824	225	10,539	75	1,556	15
2	(D)	7	280	6	341	4	(D)	15	908	6	1,050	2	(D)	14	359	11	146	16
8	845	27	2,673	20	2,253	15	6,692	21	2,321	12	2,324	9	1,798	36	2,260	11	175	17
4	(D)	13	1,130	17	834	19	11,870	9	(D)	9	2,381	6	666	29	2,193	8	148	18
18	9,426	99	12,187	40	7,416	26	34,950	57	3,557	18	1,966	18	5,036	108	5,409	35	402	19
21	22,323	78	11,181	64	7,215	47	23,003	88	9,917	37	3,889	21	4,165	151	8,404	48	3,773	20
3	105	3	(0)	3	76	6	353	3	(0)	1	(D)	5	86	3	72	21
88	68,171	280	29,152	245	31,261	175	91,515	332	36,262	112	19,625	74	13,568	552	33,212	164	7,974	22
640	399,582	1,888	218,118	1,706	225,414	854	516,361	2,577	226,944	750	155,952	691	108,966	4,110	270,430	1,835	143,960	23
8	442	23	1,404	21	1,378	17	6,131	44	3,416	17	3,282	8	1,367	52	2,086	19	200	24
7	281	12	776	10	1,327	3	(0)	19	2,142	9	808	7	877	35	(D)	6	52	25
8	610	10	(D)	12	1,223	7	1,206	20	1,890	9	505	3	(D)	32	1,549	8	741	26
8	2,013	18	1,471	28	2,109	25	15,443	32	2,725	15	3,018	8	898	57	(D)	13	(0)	27
10	856	24	1,290	21	1,601	11	645	33	3,128	15	2,403	11	1,188	44	2,417	22	661	28
5	(D)	12	525	17	843	10	1,084	25	2,688	8	854	5	794	28	(D)	28	632	29
1	(D)	1	(D)	1	(D)	6	274	2	(D)	30
38	53,046	153	17,997	132	16,048	73	50,944	164	14,085	66	8,912	38	6,477	284	17,992	78	2,752	31
15	9,747	54	6,475	43	5,555	50	16,078	86	5,574	32	5,537	8	1,825	107	8,546	24	718	32
16	1,909	23	1,775	20	2,302	10	10,905	42	3,443	13	1,612	9	2,246	60	2,646	16	267	33
11	2,978	35	3,057	29	2,857	19	13,577	45	3,423	14	3,113	6	1,523	57	3,935	28	457	34
7	593	7	427	35	1,095	21	6,408	26	2,502	20	5,110	8	953	66	2,918	24	2,214	35
3	76	21	1,193	14	1,265	1	(D)	20	1,537	3	197	4	797	16	(D)	6	197	36
25	17,277	127	12,030	75	10,436	47	28,434	120	9,166	36	7,708	32	4,672	229	12,479	43	1,127	37
2	(D)	5	299	9	226	1	(D)	4	476	3	617	5	650	9	400	11	157	38
...	1	(0)	5	514	6	245	1	(0)	130	6	84	39
6	719	29	1,530	39	3,012	35	24,761	55	5,592	20	3,390	15	2,963	70	3,288	44	1,992	40
3	174	9	507	13	(D)	4	(0)	25	1,691	7	1,043	6	1,199	23	1,611	9	606	41
10	1,559	24	2,103	19	2,080	15	5,153	40	4,378	19	2,282	6	1,441	38	2,557	13	1,103	42
1	(0)	6	235	4	338	3	69	9	793	6	(D)	1	(D)	5	448	15	294	43
17	4,351	71	9,162	36	6,522	24	15,246	65	6,064	27	3,874	13	2,467	95	6,539	36	868	44
185	26,603	341	23,726	423	41,977	281	92,338	792	72,003	364	68,475	136	23,780	990	68,752	431	10,029	45
18	1,876	24	1,519	13	1,391	26	6,116	75	4,096	36	4,223	8	922	55	4,209	11	115	46
4	374	5	160	5	(D)	9	1,256	15	708	8	702	2	(0)	14	698	2	(0)	47
9	1,270	10	1,359	7	828	14	4,725	29	2,722	21	2,726	5	655	36	3,171	7	89	48
5	232	1	(D)	3	135	21	666	7	795	1	(D)	5	340	2	(0)	49
37	7,510	65	5,193	60	4,412	46	17,237	99	8,314	50	8,546	30	3,152	156	10,650	41	511	50
2	(D)	1	(D)	5	53C	3	(D)	1	(0)	2	(D)	5	64	51
3	99	3	21	2	(D)	5	344	5	(D)	2	(0)	8	293	2	(0)	52
3	(0)	1	(D)	1	(D)	4	155	3	(D)	1	(0)	2	(D)	2	(D)	53
6	238	8	664	8	514	8	2,946	11	995	7	800	5	552	18	823	6	30	54
3	287	14	862	10	885	1	(D)	11	985	4	252	3	333	22	(D)	5	77	55
8	6,307	25	3,148	27	2,295	21	12,337	28	2,557	11	3,623	7	1,011	65	5,767	10	187	56
1	(D)	3	95	2	(D)	2	(0)	4	483	3	184	2	(0)	8	461	57
11	459	11	(D)	10	435	13	1,272	31	2,265	14	1,338	9	678	31	2,113	11	131	58
1	(0)	3	55	3	75	19	1,119	2	(0)	1	(D)	5	251	...	(0)	59
34	6,434	27	1,275	31	1,380	36	7,797	75	6,072	30	5,356	12	1,135	74	4,651	18	604	60
6	1,845	7	230	2	(D)	8	1,538	6	881	7	742	4	(D)	6	528	7	246	61
7	2,018	13	842	15	785	16	5,104	21	2,043	11	1,685	4	488	40	2,473	7	97	62
5	848	2	(D)	7	352	4	770	14	857	5	354	1	(0)	9	637	1	(D)	63
16	1,723	5	(D)	7	(D)	8	385	34	2,291	7	2,575	3	86	19	1,013	3	(D)	64
46	5,340	67	4,610	54	4,136	42	12,734	115	6,902	65	11,575	17	2,295	135	10,903	28	253	65
4	143	8	268	6	455	8	677	6	609	2	(D)	11	728	66
7	956	6	299	12	559	3	2,291	19	1,087	11	1,796	2	(D)	14	(D)	3	20	67
6	2,637	34	3,382	22	2,4,													

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		(Number)	Full workweek (Number)		Estab- lishments (Number)	Sales (\$1,000)	Estab- lishments (Number)	Sales (\$1,000)
1	Nevada County.....	345	203	24,889	22,747	2,351	785	668	360	53	9,381	77	1,970
2	Grass Valley.....	173	103	11,882	10,796	1,188	399	339	179	19	3,193	37	779
3	Nevada City.....	71	41	3,505	3,153	313	122	95	70	12	1,118	19	444
4	Remainder of County.....	101	59	9,502	8,798	850	264	234	111	22	5,070	21	747
5	Orange County.....	31,336	21,324	372,220	349,528	41,856	14,318	11,566	3,636	477	95,188	662	36,810
6	Anaheim.....	287	223	37,056	35,060	3,761	1,357	1,114	315	46	8,079	37	2,476
7	Brea.....	46	26	3,202	2,796	274	106	84	56	5	932	8	311
8	Fullerton.....	219	171	33,779	32,863	3,620	1,162	958	202	26	8,793	41	1,617
9	Huntington Beach.....	113	87	9,904	9,316	876	317	253	123	21	2,486	31	1,084
10	Laguna Beach.....	203	145	18,145	16,743	2,082	675	539	235	27	4,086	46	2,463
11	La Habra.....	97	65	8,686	7,826	754	285	230	111	13	2,878	20	845
12	Newport Beach.....	180	126	21,383	20,277	2,743	813	723	188	14	5,950	47	3,129
13	Orange.....	170	114	14,759	13,779	1,285	472	363	188	31	4,733	23	647
14	San Clemente.....	87	63	6,635	6,250	758	276	213	95	6	1,956	32	1,185
15	Santa Ana.....	800	564	115,589	110,859	14,221	4,892	4,044	830	97	19,717	136	6,313
16	Seal Beach.....	49	41	3,362	3,154	434	154	122	59	7	1,111	16	774
17	Remainder of County.....	1,085	699	99,720	90,614	11,048	3,809	2,923	1,234	184	34,467	226	15,966
18	Placer County.....	616	400	53,276	49,178	5,098	1,531	1,351	661	114	13,487	138	4,207
19	Auburn.....	146	96	15,736	14,614	1,700	509	447	144	27	4,180	22	682
20	Roseville.....	158	118	20,098	19,216	1,914	571	510	188	23	3,661	32	1,209
21	Remainder of County.....	312	186	17,442	15,348	1,484	451	394	329	64	5,646	84	2,316
22	Plumas County.....	209	133	12,248	10,552	955	332	289	245	37	4,118	67	1,439
23	Riverside County.....	2,434	1,702	244,231	228,607	25,696	9,301	7,748	2,669	339	57,812	530	21,664
24	Banning.....	105	77	10,387	9,767	980	357	289	113	15	3,297	20	643
25	Beaumont.....	71	41	3,966	3,424	393	192	151	100	9	1,010	20	774
26	Blythe.....	118	98	11,904	11,456	1,359	500	414	126	6	1,625	31	1,790
27	Coachella.....	40	28	2,058	1,820	198	77	66	39	9	525	5	114
28	Corona.....	174	122	16,126	15,128	1,417	543	430	191	21	4,303	31	1,241
29	Hemet.....	122	88	11,235	10,641	1,026	353	289	122	13	2,562	21	541
30	Indio.....	152	120	18,417	17,723	2,197	682	586	151	9	3,423	35	1,697
31	Palm Springs.....	191	167	22,455	21,869	3,063	1,161	1,043	192	26	4,532	43	4,474
32	Riverside.....	710	490	99,039	93,947	10,902	3,687	3,032	784	96	21,612	121	4,874
33	Remainder of County.....	751	471	48,544	42,832	4,161	1,749	1,448	851	135	14,923	203	5,516
34	Sacramento County.....	3,652	2,406	456,627	426,145	51,715	16,934	14,236	4,246	668	120,487	820	37,111
35	North Sacramento.....	177	131	23,264	20,982	2,223	722	602	195	19	5,331	31	1,247
36	Sacramento.....	2,496	1,734	347,887	328,691	42,595	13,623	11,678	2,905	453	74,338	618	29,930
37	Remainder of County.....	979	541	85,476	76,472	6,897	2,589	1,956	1,146	96	40,818	171	5,934
38	San Benito County.....	183	115	14,534	12,936	1,299	441	363	227	26	3,139	40	1,075
39	Hollister.....	130	92	11,921	10,895	1,113	357	299	170	23	3,011	22	634
40	Remainder of County.....	53	23	2,613	2,041	186	84	64	57	3	128	18	441
41	San Bernardino County.....	3,610	2,472	382,629	356,833	39,915	13,890	11,514	4,068	585	94,609	733	29,069
42	Bartow.....	143	115	20,201	19,601	2,554	830	686	145	14	4,445	30	2,783
43	Chino.....	80	56	9,846	9,272	731	266	215	89	21	1,286	11	386
44	Colton.....	172	114	18,196	16,588	1,764	608	504	189	31	6,313	33	1,400
45	Needles.....	41	35	4,076	4,010	425	151	136	39	5	887	9	402
46	Ontario.....	323	249	38,846	37,232	4,203	1,439	1,165	358	49	7,132	49	2,115
47	Redlands.....	249	163	24,832	23,340	2,721	888	725	273	45	6,276	29	1,048
48	Rialto.....	71	39	6,013	5,167	435	162	130	86	19	1,599	20	473
49	San Bernardino.....	1,028	740	143,030	135,272	16,639	5,784	4,033	1,131	143	31,040	196	7,856
50	Upland.....	105	67	12,955	11,975	1,192	383	309	150	22	5,691	12	350
51	Remainder of County.....	1,398	894	104,634	94,376	9,251	3,379	2,741	1,628	236	29,940	344	12,256
52	San Diego County.....	6,461	4,797	804,096	762,624	100,360	32,132	26,490	6,856	1,066	189,852	1,322	64,362
53	Chula Vista.....	245	189	30,121	28,281	3,149	1,018	863	248	39	11,690	41	1,762
54	Coronado.....	114	90	11,190	10,732	1,438	480	402	129	15	3,360	23	1,393
55	El Cajon.....	221	163	29,277	27,913	3,283	1,043	837	239	38	8,294	32	979
56	Escondido.....	195	135	26,478	24,748	2,728	875	728	212	30	4,759	28	1,238
57	La Mesa.....	183	129	24,653	23,377	2,611	762	630	189	25	6,854	24	747
58	National City.....	251	193	32,142	30,684	3,416	1,100	934	248	47	9,536	45	1,917
59	Oceanside.....	258	212	29,433	28,041	3,820	1,144	1,015	278	25	7,896	57	2,986
60	San Diego.....	3,835	2,871	527,079	503,473	70,495	22,484	18,456	3,986	634	106,562	832	44,374
61	Remainder of County.....	1,159	815	93,723	85,375	9,420	3,226	2,625	1,327	207	30,901	240	8,966
62	San Francisco County (coextensive with San Francisco city).....	10,041	6,455	1,162,539	1,079,477	167,216	49,626	41,788	12,112	2,323	257,052	2,601	159,260
63	San Joaquin County.....	2,537	1,693	259,245	239,089	29,093	9,563	8,047	2,916	444	58,555	586	21,590
64	Lodi.....	354	230	31,857	28,865	3,054	1,035	882	410	56	6,654	73	2,216
65	Manteca.....	114	72	9,096	8,172	824	318	255	125	21	1,875	29	880
66	Stockton.....	1,475	951	163,479	150,967	19,439	6,397	5,409	1,691	251	33,058	341	12,943
67	Tracy.....	165	139	16,098	15,508	1,930	635	515	187	23	4,051	37	1,977
68	Remainder of County.....	429	301	38,715	35,577	3,846	1,178	986	503	93	12,917	106	3,574
69	San Luis Obispo County.....	878	650	73,014	66,648	7,180	2,426	2,020	978	150	18,159	203	6,243
70	El Paso de Robles.....	154	128	16,367	15,893	1,754	550	494	146	22	3,228	33	840
71	San Luis Obispo.....	290	224	30,732	29,016	3,416	1,138	922	301	50	7,326	45	1,850
72	Remainder of County.....	434	298	25,915	21,739	2,010	738	604	531	78	7,605	125	3,553
73	San Mateo County.....	2,812	1,990	337,900	318,826	37,884	12,100	9,529	3,201	513	100,042	536	29,440
74	Atherton.....	8	2	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
75	Belmont.....	64	44	5,000	4,736	496	180	139	80	16	1,747	11	(D)
76	Burlingame.....	280	198	41,101	39,565	4,715	1,296	1,046	293	51	10,307	45	1,976
77	Daly City.....	221	143	30,542	28,740	2,837	712	619	253	54	10,439	40	1,854
78	Hillsborough.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
79	Menlo Park.....	242	168	21,597	20,135	2,561	837	660	264	50	6,864	31	2,043
80	Millbrae.....	98	68	13,101	12,397	1,323	490	371	120	19	6,475	18	1,022
81	Redwood City.....	396	304	59,550	57,228	6,618	1,975	1,591	446	60	19,211	79	4,050
82	San Bruno.....	177	107	20,418	18,914	1,909	568	455	195	28	6,123	27	1,428
83	San Carlos.....	214	148	23,612	21,314	2,548	779	584	253	32	7,617	27	1,643

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group — Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
15	1,104	17	728	27	911	17	3,504	45	2,252	17	2,072	7	665	64	2,260	6	42	1	
8	936	14	623	20	674	11	2,182	16	802	10	1,112	3	(D)	31	1,177	4	(D)	2	
4	(D)	3	(D)	3	(D)	2	(D)	9	343	2	(D)	3	189	12	390	2	(D)	3	
3	(D)	...	(D)	4	(D)	4	(D)	20	1,107	5	(D)	1	(D)	21	693	4	
112	23,854	263	24,142	251	21,896	185	62,021	429	33,038	192	29,833	80	12,337	563	29,435	122	3,666	5	
9	3,393	31	1,780	26	2,929	25	8,851	40	2,642	19	3,324	7	963	40	2,537	7	82	6	
1	(D)	2	(D)	2	(D)	3	(D)	6	395	2	(D)	1	(D)	15	369	2	(D)	7	
6	952	21	1,804	24	3,679	15	9,178	30	2,482	12	2,355	6	1,263	32	1,606	6	50	8	
6	217	7	421	6	202	8	3,634	10	536	5	401	3	312	16	611	9	
9	606	24	1,288	11	947	9	3,939	17	1,281	10	1,217	6	504	44	1,814	10	
6	185	7	332	5	290	3	(D)	16	1,201	8	657	3	367	12	499	4	(D)	11	
5	261	17	1,121	12	769	13	3,224	24	2,951	10	2,135	3	749	30	1,000	5	94	12	
7	642	8	400	15	514	9	2,954	22	1,407	8	858	6	579	30	1,885	11	140	13	
1	(D)	7	296	6	207	2	(D)	13	958	6	634	3	(D)	11	328	14	
24	15,732	77	13,279	68	7,513	53	22,582	90	6,571	39	8,985	18	3,858	149	8,493	49	2,546	15	
1	(D)	1	(D)	1	(D)	1	(D)	8	480	2	(D)	4	432	8	249	16	
37	1,758	61	3,279	75	4,615	44	5,096	153	12,134	71	8,765	20	2,912	176	10,044	38	684	17	
35	3,600	26	1,267	21	2,115	47	12,432	83	4,723	28	3,475	20	1,568	96	5,881	8	521	18	
7	1,480	8	544	8	352	15	2,946	16	1,211	10	(D)	5	548	26	2,303	2	(D)	19	
6	939	11	538	7	1,382	18	7,085	21	1,732	3	(D)	7	488	28	2,003	2	(D)	20	
22	1,181	7	185	6	381	14	2,401	46	1,780	15	1,431	8	532	42	1,575	4	14	21	
13	1,122	8	496	4	138	11	1,790	27	1,233	10	633	7	668	21	559	4	52	22	
85	17,173	178	13,256	150	12,287	122	38,730	390	25,934	143	21,394	62	8,094	358	25,607	77	2,280	23	
5	681	6	(D)	11	685	8	2,339	16	1,223	5	436	1	(D)	15	535	3	78	24	
2	(D)	1	(D)	3	(D)	2	(D)	14	757	2	(D)	2	(D)	14	572	4	40	25	
8	1,039	7	419	3	(D)	8	1,807	22	1,960	12	1,433	3	510	15	879	3	(D)	26	
2	(D)	3	133	4	(D)	1	(D)	5	150	4	451	2	(D)	4	(D)	1	(D)	27	
4	449	11	760	13	946	8	3,488	37	2,213	11	839	6	399	27	1,523	5	65	28	
5	637	11	391	12	509	10	2,114	18	709	8	1,788	3	254	18	(D)	3	(D)	29	
6	1,146	10	744	12	523	8	4,204	29	3,059	10	1,743	4	506	22	1,277	7	101	30	
9	1,775	41	3,159	7	520	5	2,392	15	1,930	2	(D)	5	1,876	33	(D)	5	139	31	
18	10,273	65	6,271	54	6,535	48	20,051	94	6,553	37	6,222	20	3,064	124	12,692	33	892	32	
26	986	23	1,125	33	1,923	24	2,425	140	7,380	52	7,868	16	909	86	4,901	13	768	33	
121	47,973	242	24,727	222	38,168	193	66,601	389	29,706	199	36,100	103	13,992	544	33,751	151	8,011	34	
5	1,430	14	717	17	3,764	23	6,096	26	1,486	15	1,633	4	498	21	(D)	2	(D)	35	
63	42,429	189	22,112	145	30,346	125	55,175	239	20,603	116	28,546	77	11,468	380	27,038	91	9,988	36	
53	4,114	39	1,898	60	4,058	45	5,330	124	7,617	68	5,921	22	2,032	143	(D)	58	(D)	37	
9	889	12	536	6	429	10	2,388	28	1,347	13	1,790	5	481	30	2,372	4	88	38	
4	560	11	(D)	6	429	9	(D)	16	946	8	1,289	4	(D)	23	1,714	4	88	39	
5	329	1	(D)	1	(D)	12	401	5	501	1	(D)	7	658	40	
122	35,572	214	16,822	221	21,715	202	63,540	563	39,807	219	31,931	74	10,871	531	34,587	146	4,106	41	
5	1,252	11	703	6	739	12	2,413	28	3,856	9	1,762	4	605	19	1,337	5	306	42	
4	(D)	3	199	3	244	3	(D)	7	522	4	1,400	3	306	21	2,488	43	
2	(D)	7	630	13	839	8	2,011	32	2,185	6	908	2	(D)	33	3,140	5	193	44	
4	434	3	58	1	(D)	2	(D)	9	834	1	(D)	2	(D)	3	193	2	(D)	45	
6	2,978	28	2,527	37	2,924	28	10,606	38	3,263	21	4,204	6	861	41	2,076	20	163	46	
6	2,403	24	1,425	19	2,179	15	5,172	33	2,723	13	987	6	778	46	2,016	13	175	47	
...	...	1	(D)	3	(D)	10	971	4	(D)	1	(D)	10	399	3	(D)	48	
29	21,273	81	9,000	80	9,264	72	26,471	132	10,478	58	10,332	25	5,193	170	10,358	42	1,765	49	
4	736	5	372	3	237	4	1,134	22	1,147	7	1,304	3	363	13	1,481	10	140	50	
62	4,098	51	(D)	59	(D)	55	13,419	252	14,181	96	9,868	22	2,047	175	11,099	46	717	51	
209	85,880	587	51,979	451	51,149	328	150,941	749	56,730	267	48,318	177	25,197	1,029	68,486	312	11,202	52	
6	893	32	2,208	15	1,914	9	3,366	29	1,953	20	2,251	4	666	45	2,942	5	476	53	
3	(D)	18	1,267	8	162	4	1,791	8	603	3	228	3	638	27	1,335	2	(D)	54	
11	2,767	20	1,576	15	2,162	18	5,242	24	2,140	13	2,427	5	1,497	38	2,078	7	115	55	
12	4,166	19	1,180	19	1,318	11	5,164	25	1,430	9	2,248	4	746	34	4,193	4	36	56	
5	346	18	1,041	19	1,362	11	8,880	25	1,662	10	1,366	4	718	26	1,183	16	494	57	
9	877	17	1,261	15	2,106	19	8,294	31	1,725	12	3,506	5	771	33	1,803	16	346	58	
7	1,144	27	2,089	20	3,095	17	5,608	29	1,987	13	1,402	5	755	48	2,269	10	202	59	
117	72,956	345	37,754	278	35,021	191	103,367	399	34,603	107	25,249	122	16,507	615	42,684	195	8,042	60	
39	(D)	59	3,603	62	4,009	48	9,229	179	10,627	80	9,641	25	2,899	163	10,039	57	(D)	61	
230	167,762	787	112,437	545	75,014	225	165,399	540	45,682	250	24,638	299	32,922	1,784	104,172	457	18,201	62	
74	23,020	195	16,447	139	13,639	157	47,469	282	17,475	141	25,918	67	7,852	373	24,692	79	2,588	63	
10	2,158	34	1,640	30	1,456	26	7,984	38	2,020	25	3,655	6	859	45	3,066	11	149	64	
3	99	8	646	8	195	8	2,264	10	765	9	1,484	3	279	13	(D)	2	(D)	65	
33	17,863	129	13,278	80	10,631	83	27,118	149	10,029	65	14,662	45	5,599	239	16,593	60	1,755	66	
7	1,542	14	560	8	550	16	2,751	24	1,515										

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total					Kind-of-business group						
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
	San Mateo County--Con.												
1	San Mateo.....	587	431	76,210	73,048	9,867	3,638	2,769	622	99	18,028	100	6,719
2	South San Francisco.....	168	122	16,708	14,972	1,588	504	369	229	38	5,924	46	1,803
3	Remainder of County.....	356	254	29,327	27,243	3,209	1,064	867	439	66	7,307	110	5,550
4	Santa Barbara County.....	1,353	997	138,383	130,209	17,454	5,537	4,638	1,423	224	33,401	248	11,208
5	Lompoc.....	76	60	6,850	6,608	726	243	200	82	11	1,951	10	390
6	Santa Barbara.....	776	564	84,927	80,493	11,576	3,637	3,061	824	119	20,075	131	6,497
7	Santa Maria.....	240	170	27,072	24,642	2,997	923	797	260	45	6,296	45	1,818
8	Remainder of County.....	261	203	19,534	18,466	2,155	734	580	257	49	5,079	62	2,503
9	Santa Clara County.....	4,057	2,683	464,634	434,442	52,521	17,206	13,846	4,573	775	123,347	684	32,434
10	Gilroy.....	145	109	13,760	13,096	1,231	418	347	159	16	3,368	36	865
11	Los Gatos.....	162	116	16,660	15,594	1,504	485	372	192	25	5,765	25	872
12	Mountain View.....	257	153	30,674	27,966	2,718	887	736	292	51	8,905	36	1,434
13	Palo Alto.....	496	382	74,413	72,435	9,689	2,991	2,480	496	67	15,620	59	4,959
14	San Jose.....	1,748	1,146	227,943	213,711	27,901	9,248	7,490	1,950	363	53,260	321	15,159
15	Santa Clara.....	260	146	19,366	17,046	1,789	564	464	307	54	6,806	43	1,744
16	Sunnyvale.....	170	108	18,363	16,917	1,763	594	467	201	40	7,518	20	821
17	Remainder of County.....	819	523	63,455	57,677	5,926	2,019	1,487	976	159	22,105	144	6,580
18	Santa Cruz County.....	1,086	722	85,811	79,217	8,837	3,191	2,593	1,228	173	22,977	265	8,640
19	Santa Cruz.....	492	338	42,846	40,300	4,517	1,620	1,331	547	68	10,705	119	3,907
20	Watsonville.....	282	208	27,848	25,870	2,955	1,031	830	316	42	7,213	64	2,066
21	Remainder of County.....	312	176	15,117	13,047	1,365	540	432	365	63	5,059	82	2,667
22	Shasta County.....	627	375	60,358	54,916	6,057	1,987	1,676	702	106	16,493	149	4,759
23	Redding.....	285	215	42,528	40,694	4,826	1,538	1,313	303	24	9,664	63	2,614
24	Remainder of County.....	342	160	17,830	14,222	1,231	449	363	399	82	6,829	86	2,145
25	Sierra County.....	48	28	1,952	1,542	91	42	29	58	6	581	15	304
26	Slakiyou County.....	491	333	36,908	33,304	3,294	1,171	935	565	97	10,019	117	3,556
27	Yreka City.....	106	88	12,994	12,694	1,293	425	344	118	14	2,542	19	695
28	Remainder of County.....	385	245	23,914	20,610	2,001	746	591	447	83	7,477	98	2,861
29	Solano County.....	1,093	783	115,033	107,351	12,943	4,074	3,328	1,245	213	32,265	250	10,931
30	Benicia.....	56	40	3,860	3,442	319	103	82	79	10	1,797	19	559
31	Fairfield.....	99	71	12,700	11,960	1,163	383	333	115	18	3,992	22	1,038
32	Vacaville.....	61	49	8,239	7,861	792	215	186	67	10	2,448	12	479
33	Vallejo.....	535	409	59,223	55,159	7,553	2,377	1,907	586	108	14,542	115	5,326
34	Remainder of County.....	342	214	31,011	28,929	3,116	996	820	398	67	9,486	82	3,529
35	Sonoma County.....	1,713	1,061	166,317	151,939	17,308	5,563	4,549	1,942	277	37,826	358	12,212
36	Healdsburg.....	112	82	10,402	9,570	1,007	321	275	119	24	3,532	14	574
37	Petaluma.....	245	179	36,725	33,043	3,744	1,103	953	283	43	6,532	43	1,806
38	Santa Rosa.....	526	342	64,480	59,652	7,656	2,502	2,028	575	95	11,749	87	3,141
39	Sebastopol.....	87	57	10,128	9,420	732	237	198	102	20	2,903	12	545
40	Remainder of County.....	743	401	44,582	38,254	4,169	1,400	1,095	863	145	13,110	202	6,146
41	Stanislaus County.....	1,738	1,064	178,599	162,771	18,327	5,919	4,998	1,918	324	39,900	301	10,461
42	Modesto.....	794	530	103,593	96,727	11,897	3,821	3,266	857	127	20,095	136	5,713
43	Oakdale.....	119	77	8,902	8,272	765	249	210	130	22	2,366	24	590
44	Riverbank.....	56	26	3,284	2,358	231	73	58	69	14	1,534	13	238
45	Turlock.....	213	145	24,267	22,645	2,137	685	564	225	30	4,361	38	1,006
46	Remainder of County.....	556	286	38,553	32,769	3,297	1,091	900	637	131	11,544	90	2,914
47	Sutter County.....	250	158	23,489	21,611	2,054	670	596	294	48	6,995	50	1,855
48	Yuba City.....	146	90	15,424	14,398	1,413	481	429	173	25	4,860	31	1,431
49	Remainder of County.....	104	68	8,065	7,213	641	189	167	121	23	2,135	19	424
50	Tehama County.....	279	169	22,114	19,800	2,158	740	634	299	40	5,350	62	1,969
51	Corning.....	72	44	5,287	4,589	400	136	110	85	11	1,463	13	392
52	Red Bluff.....	138	92	13,478	12,576	1,494	514	445	134	16	2,913	18	919
53	Remainder of County.....	69	33	3,349	2,635	264	90	79	80	13	974	31	658
54	Trinity County.....	64	38	3,608	2,834	198	79	65	81	18	1,698	10	342
55	Tulare County.....	1,779	1,111	156,252	140,578	15,036	5,221	4,380	1,918	370	39,162	329	11,173
56	Dimuba.....	132	80	12,358	10,856	1,105	367	325	139	22	2,611	14	651
57	Exeter.....	86	50	6,103	5,023	519	189	158	95	20	1,757	5	219
58	Lindsay.....	113	65	7,349	6,287	564	221	183	130	28	2,227	21	524
59	Porterville.....	231	165	27,326	25,782	2,989	1,048	864	252	34	5,879	47	1,596
60	Tulare.....	264	174	28,150	25,860	2,993	1,018	874	263	39	5,468	58	2,943
61	Visalia.....	367	243	38,794	35,988	4,081	1,399	1,163	387	66	8,099	61	2,029
62	Woodlake.....	40	24	2,095	1,787	135	53	40	49	6	594	9	154
63	Remainder of County.....	546	310	34,077	28,995	2,650	926	773	603	155	12,527	114	3,057
64	Tuolumne County.....	244	150	14,604	13,130	1,371	481	389	268	35	3,801	57	1,715
65	Ventura County.....	1,342	952	150,534	141,180	15,705	5,351	4,445	1,516	215	40,424	281	11,940
66	Fillmore.....	84	56	6,421	5,733	636	251	223	92	10	1,584	16	356
67	Ojai.....	57	39	3,935	3,637	341	117	102	65	15	1,742	9	237
68	Oxnard.....	328	258	44,417	42,517	4,909	1,533	1,305	361	48	10,725	81	3,554
69	Port Rueneme.....	41	25	2,140	1,576	157	55	47	57	8	970	10	347
70	San Buenaventura.....	361	295	56,702	54,270	6,613	2,296	1,881	387	45	15,004	62	4,438
71	Santa Paula.....	161	111	15,789	14,555	1,351	461	379	185	31	4,387	29	710
72	Remainder of County.....	310	208	21,130	18,892	1,698	634	508	369	57	6,012	74	2,298
73	Yolo County.....	476	334	57,678	53,376	5,089	1,759	1,495	575	80	14,521	88	4,121
74	Davis.....	48	40	8,624	8,398	660	238	205	52	12	1,695	8	328
75	Woodland.....	199	149	27,160	25,594	2,797	900	791	223	18	5,119	31	1,591
76	Remainder of County.....	229	145	21,894	19,384	1,632	621	499	300	50	7,707	49	2,222
77	Yuba County.....	428	267	48,263	44,585	5,475	1,755	1,530	483	69	8,991	95	3,757
78	Marysville.....	329	219	43,513	40,823	5,138	1,618	1,433	376	48	7,106	76	3,147
79	Remainder of County.....	96	48	4,750	3,762	337	137	97	107	21	1,865	14	610

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
21	14,896	69	5,648	49	4,917	13	3,507	60	4,761	25	7,056	17	2,275	104	7,424	30	979	1	
7	932	8	499	10	956	7	2,762	13	1,427	5	295	4	615	27	1,473	3	22	2	
9	(D)	9	236	18	(D)	8	1,322	42	(D)	22	5,118	8	(D)	52	2,940	12	253	3	
42	6,885	118	11,079	120	9,862	60	21,003	172	10,688	70	15,818	43	4,944	226	12,562	30	933	4	
5	(D)	4	137	5	236	8	1,319	11	466	8	728	4	279	10	(D)	5	
18	4,120	75	8,994	89	7,174	34	11,212	82	5,115	31	9,150	27	3,462	144	8,268	26	860	6	
12	1,436	26	1,636	16	2,086	11	6,290	28	1,997	10	2,594	5	615	40	(D)	2	(D)	7	
7	(D)	13	312	10	366	7	2,182	51	3,116	21	3,346	7	588	32	1,763	2	(D)	8	
121	39,665	338	32,669	275	31,659	234	72,045	460	34,723	188	34,950	118	13,211	643	42,409	221	5,522	9	
3	719	10	599	10	869	13	3,224	21	1,554	5	474	3	281	21	1,736	7	71	10	
5	552	18	589	14	638	15	4,057	15	1,272	8	1,098	5	502	28	1,263	4	52	11	
6	1,118	17	634	24	1,917	19	6,289	29	2,151	15	4,509	6	941	47	2,712	7	61	12	
19	4,290	70	9,296	39	4,409	28	16,094	52	4,794	27	4,984	15	2,338	89	6,742	31	887	13	
46	30,124	150	18,719	127	19,373	97	33,876	177	14,010	47	12,026	49	7,432	282	20,596	89	3,368	14	
8	486	12	514	19	1,100	14	1,463	36	2,529	16	3,033	7	418	33	1,013	18	260	15	
6	1,008	13	652	7	513	13	3,261	16	1,121	12	1,926	5	639	28	832	10	72	16	
28	1,368	48	1,666	35	2,840	35	3,781	114	7,289	58	6,900	28	2,660	115	7,515	55	751	17	
32	7,317	73	4,733	71	5,245	46	13,186	105	5,878	56	5,012	33	3,149	207	9,061	25	613	18	
16	3,875	37	2,741	30	2,552	22	7,586	46	2,806	20	1,639	14	1,684	107	4,810	13	541	19	
10	3,142	24	1,416	23	1,617	18	5,416	26	1,373	19	2,072	8	969	46	(D)	2	(D)	20	
6	300	12	576	18	1,076	6	184	33	1,699	17	1,301	11	496	54	(D)	10	(D)	21	
20	5,037	24	1,958	34	2,873	38	10,578	89	7,929	42	4,011	17	1,551	77	3,973	31	1,196	22	
5	4,272	18	1,665	20	2,378	27	9,666	45	5,635	10	2,014	10	1,188	42	2,628	21	804	23	
15	765	6	293	14	495	11	912	44	2,294	32	1,997	7	363	35	1,345	10	392	24	
10	321	1	(D)	1	(D)	6	198	3	146	1	(D)	5	81	25	
33	2,747	26	1,078	26	1,084	26	7,002	58	3,540	35	4,312	16	1,048	50	2,393	7	129	26	
5	1,264	7	386	12	664	8	3,190	8	912	8	1,708	5	418	20	1,215	27	
28	1,483	19	692	14	420	18	3,812	50	2,628	27	2,604	11	630	30	1,178	7	129	28	
47	8,127	70	5,120	65	8,824	61	19,814	139	11,237	47	5,861	24	3,206	145	8,039	32	1,459	29	
2	(D)	6	276	(D)	7	517	1	(D)	2	(D)	6	368	3	(D)	30	
3	(D)	7	456	7	891	8	2,885	8	922	7	922	2	(D)	15	564	2	(D)	31	
1	(D)	4	(D)	6	687	4	2,227	9	746	6	677	3	211	6	336	...	(D)	32	
19	6,480	43	3,518	37	6,047	33	9,156	60	4,740	16	1,727	13	2,153	78	4,602	13	932	33	
22	911	10	(D)	15	1,199	16	(D)	55	4,361	17	(D)	4	312	40	2,169	14	446	34	
51	14,255	104	5,441	98	6,662	93	21,831	189	11,946	97	16,910	47	5,018	274	32,122	75	2,094	35	
3	441	9	394	6	215	10	1,616	13	1,570	10	878	6	409	13	755	4	18	36	
6	1,142	26	1,212	18	1,309	12	4,562	24	1,649	11	2,621	10	899	43	14,755	9	238	37	
13	9,632	44	2,880	44	3,693	36	9,164	51	3,505	19	8,222	14	2,233	102	9,411	21	850	38	
2	(D)	8	303	1	(D)	7	1,955	12	738	7	829	3	383	10	1,958	5	205	39	
27	(D)	17	652	29	(D)	28	4,534	89	4,484	50	4,360	14	1,094	106	5,123	36	783	40	
56	14,557	134	10,427	90	7,379	106	27,867	220	12,621	100	22,449	39	5,602	302	25,905	66	1,431	41	
20	10,851	78	7,850	45	4,811	53	19,107	88	6,082	33	12,872	20	3,747	156	11,805	36	660	42	
4	423	8	359	5	109	14	1,771	13	594	9	(D)	2	(D)	15	1,506	3	(D)	43	
4	1,054	4	82	2	(D)	10	589	2	(D)	1	(D)	6	332	44	
5	1,227	22	1,407	14	(D)	15	3,704	20	1,421	21	3,059	5	626	35	6,114	8	(D)	45	
23	1,951	22	729	24	1,429	24	3,285	89	3,935	35	5,490	11	884	38	6,148	19	244	46	
9	672	12	539	8	456	7	2,386	32	1,733	21	3,790	4	431	45	4,442	14	190	47	
3	354	10	(D)	8	456	6	(D)	19	1,163	7	1,521	3	(D)	23	2,426	11	159	48	
6	318	2	(D)	1	(D)	13	570	14	2,269	1	(D)	22	2,016	3	31	49	
12	1,460	11	876	13	550	19	3,643	46	2,917	16	2,297	10	838	42	2,102	8	112	50	
5	(D)	4	228	6	211	3	(D)	9	498	6	479	4	(D)	7	(D)	4	74	51	
5	1,212	7	648	7	339	15	2,596	23	1,941	6	1,131	4	398	33	1,343	4	38	52	
2	(D)	1	(D)	14	478	4	687	2	(D)	2	(D)	53	
8	331	2	(D)	2	(D)	11	453	4	378	1	(D)	6	260	2	(D)	54	
68	11,268	117	7,031	100	8,025	107	24,983	205	9,993	119	20,187	40	4,015	268	18,681	56	1,734	55	
9	901	13	642	12	955	11	2,767	8	379	9	871	3	326	24	1,927	7	328	56	
3	(D)	8	354	6	271	7	1,123	9	217	3	699	2	(D)	17	697	6	346	57	
5	328	8	301	8	450	7	1,532	19	610	3	(D)	2	(D)	10	731	2	(D)	58	
7	2,546	22	1,396	15	1,410	16	5,956	16	945	18	3,692	7	1,007	43	2,847	6	52	59	
8	2,036	22	1,714	11	954	20	5,507	31	2,034	16	4,140	8	730	40	2,475	11	149	60	
13	4,103	32	2,360	30	3,146	26	6,550	38	2,068	20	3,903	7	939	59	5,136	15	461	61	
1	(D)	1	(D)	5	226	5	265	2	(D)	1	(D)	10	349	62	
22	1,154	11	(D)	18	839	15	1,322	79	3,375	48	6,191	10	491	65	4,519	9	(D)	63	
16	1,297	14	555	14	574	7	2,030	35	1,395	15	1,274	8	452	41	(D)	2	(D)	64	
51	12,296	115	8,205	104	8,172	80	28,713	167	12,525	75	11,929	44	4,630	161	9,970	49	1,730	65	
6	256	10	343	3	284	4	1,635	12	751	10	697	2	(D)	9	363	2	(D)	66	
1	(D)	6	149	3	107	1	(D)	8	389	2	(D)	2	(D)	8	173	2	(D)	67	
14	2,506	35	2,4																

CALIFORNIA



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Central Business District Bulletins <input type="checkbox"/> Census Volumes	Wholesale Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes	Selected Service Trades <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes
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ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

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BUREAU OF THE CENSUS

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PRELIMINARY REPORT

1954 Census of Business

RETAIL TRADE

November 1955

Series: PR-1-6

COLORADO

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
COLORADO

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total	With payroll	Total, all establishments	Establishments with payroll	Total	With payroll	Total, all establishments	Establishments with payroll
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(\$1,000)	(\$1,000)
Total.....	15,465	10,887	1,725,297	1,635,219	15,391	10,468	1,250,722	1,165,440
Food stores.....	2,502	1,480	379,374	355,570	3,241	1,752	252,807	221,790
Eating, drinking places.....	2,762	2,346	124,732	118,626	2,713	2,137	89,098	83,725
General merchandise group.....	597	469	178,772	176,424	561	402	156,822	154,199
Apparel, accessories stores.....	884	734	81,991	79,491	781	577	65,708	62,972
Furniture, home furnishings, appliance dealers.....	882	634	87,865	83,485	777	566	61,044	58,251
Automotive group.....	1,029	809	336,216	328,550	1,042	847	217,772	210,717
Gasoline service stations.....	2,026	1,382	124,906	109,604	2,123	1,281	78,418	63,974
Lumber, bldg. matls., hardware, farm equipment dealers..	1,157	949	158,251	154,379	1,128	945	138,752	134,503
Drug stores, proprietary stores.....	650	590	74,361	72,901	600	539	51,179	49,987
Other retail stores.....	2,399	1,395	133,485	115,865	2,386	1,389	102,735	88,961
Nonstore retailers.....	577	99	45,344	40,324	39	33	36,387	36,361

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales.

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Colorado, total.....	15,465	10,887	1,725,297	1,635,219	187,072	72,556	59,076	16,895	2,502	379,374	2,762	124,732
2	Adams County.....	421	291	38,105	34,693	3,534	1,450	1,161	464	67	8,062	65	3,389
3	Aurora (part) ¹	80	70	8,077	7,855	1,099	440	328	74	7	570	11	1,011
4	Brighton.....	98	66	8,757	7,701	653	277	219	112	15	2,311	14	445
5	Remainder of County.....	243	155	21,271	19,137	1,782	733	614	278	45	5,181	40	1,933
6	Alamosa County.....	113	89	11,798	(D)	(D)	(D)	(D)	(D)	13	2,619	17	714
7	Alamosa.....	110	88	11,724	11,302	1,222	527	447	117	11	(D)	16	(D)
8	Remainder of County.....	3	1	74	(O)	(O)	(O)	(O)	(O)	2	(O)	1	(O)
9	Arapahoe County.....	572	400	82,729	79,709	8,497	2,996	2,287	595	82	25,663	78	4,435
10	Aurora (part) ¹	84	66	17,846	17,546	1,768	604	436	76	11	7,183	10	664
11	Englewood.....	264	192	46,265	45,001	4,625	1,596	1,219	279	37	13,360	31	1,533
12	Littleton.....	89	61	8,072	7,494	815	362	282	101	9	2,138	21	1,188
13	Remainder of County.....	135	81	10,546	9,668	1,289	434	350	139	25	2,982	16	1,050
14	Archuleta County.....	35	25	2,505	2,261	198	106	91	42	11	392	7	170
15	Baca County.....	73	47	5,239	4,679	411	190	164	90	16	925	4	186
16	Bent County.....	78	46	5,103	4,567	390	182	140	83	10	1,281	16	298
17	Las Animas.....	65	39	4,824	4,380	380	172	137	71	9	(D)	11	231
18	Remainder of County.....	13	7	279	187	10	10	3	12	1	(O)	5	67
19	Boulder County.....	631	459	57,053	53,517	6,017	2,430	1,853	705	90	13,024	97	3,648
20	Boulder.....	313	247	33,783	32,123	3,623	1,466	1,093	356	36	7,798	51	2,081
21	Longmont.....	208	138	16,355	15,177	1,749	669	528	218	26	3,411	18	604
22	Remainder of County.....	110	74	6,915	6,217	645	295	232	131	28	1,815	28	963
23	Chaffee County.....	137	101	8,938	8,120	785	356	298	150	20	1,996	30	859
24	Salida.....	99	79	7,520	7,106	695	317	272	102	17	(D)	20	640
25	Remainder of County.....	38	22	1,418	1,014	90	39	26	48	3	(O)	10	219
26	Cheyenne County.....	47	37	2,464	2,248	197	90	82	52	5	613	6	298
27	Clear Creek County.....	81	57	4,304	3,754	442	222	177	94	4	643	24	1,222
28	Conejos County.....	76	52	4,105	3,617	287	125	117	89	14	740	16	307
29	Costilla County.....	35	17	1,652	1,446	100	48	42	41	6	159	4	46
30	Crowley County.....	43	31	2,890	2,564	224	94	83	46	12	525	5	85
31	Custer County.....	20	10	538	344	21	14	8	21	5	216	4	61
32	Delta County.....	218	138	13,020	11,478	997	427	357	236	41	3,424	29	547
33	Delta.....	131	85	9,070	8,252	758	314	265	142	22	2,110	21	430
34	Remainder of County.....	87	53	3,950	3,226	239	113	92	94	19	1,314	8	117
35	Denver County (coextensive with Denver city).....	4,464	3,166	696,384	670,822	86,059	32,215	26,174	4,737	776	137,999	802	50,988
36	Dolores County.....	15	9	1,121	811	76	31	27	24	1	(O)	4	174
37	Douglas County.....	72	34	3,660	3,148	258	129	96	81	13	584	17	538
38	Eagle County.....	65	31	2,775	2,145	171	84	76	74	15	815	8	226
39	Elbert County.....	51	23	1,618	1,268	77	37	32	55	16	555	6	75
40	El Paso County.....	1,074	806	134,087	128,461	15,581	5,934	4,922	1,172	140	26,870	190	10,684
41	Colorado Springs.....	846	654	121,340	117,078	14,292	5,362	4,448	918	114	24,072	138	8,781
42	Manitou Springs.....	80	60	2,769	2,407	311	133	99	90	7	428	21	679
43	Remainder of County.....	148	92	9,978	8,976	978	439	375	164	19	2,370	31	1,224
44	Fremont County.....	247	157	14,873	13,443	1,248	563	460	279	33	3,381	41	1,101
45	Canon City.....	150	112	10,611	10,007	1,008	438	357	165	13	2,075	25	802
46	Florence.....	59	31	3,133	2,599	184	95	74	75	10	1,078	10	167
47	Remainder of County.....	38	14	1,129	837	56	30	29	39	10	228	6	132
48	Garfield County.....	157	117	13,961	13,343	1,373	557	471	187	18	2,678	31	1,441
49	Gilpin County.....	36	24	835	637	100	52	29	33	4	112	14	332
50	Grand County.....	118	74	5,482	4,822	505	213	197	133	17	895	36	991
51	Gunnison County.....	77	63	5,704	5,128	528	239	205	90	9	1,319	14	544
52	Gunnison.....	59	53	5,209	4,823	496	216	189	68	6	(D)	10	508
53	Remainder of County.....	18	10	495	305	32	23	16	22	3	(O)	4	36
54	Hinsdale County.....	6	2	100	(O)	(O)	(O)	(O)	(O)	4	(D)
55	Huerfano County.....	127	83	6,392	5,552	494	236	217	147	28	1,820	30	717
56	Walsenburg.....	110	74	5,933	5,211	466	220	202	124	23	1,711	26	633
57	Remainder of County.....	17	9	461	341	28	16	15	23	5	109	4	84
58	Jackson County.....	23	19	1,584	1,530	133	86	73	25	2	(O)	3	207
59	Jefferson County.....	591	385	70,220	66,940	6,113	2,262	1,721	672	112	25,108	108	5,042
60	Edgewater.....	24	18	1,506	1,460	128	66	46	28	5	192	5	165
61	Golden.....	96	60	10,418	9,748	1,052	374	295	107	20	2,308	19	702
62	Remainder of County.....	471	307	58,296	55,732	4,933	1,822	1,380	537	87	22,608	84	4,175
63	Kiowa County.....	57	33	3,221	2,579	161	82	63	59	11	948	11	203

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹Aurora is in Adams and Arapahoe counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
597	178,772	884	81,991	882	87,865	1,029	336,216	2,026	124,906	1,157	158,251	650	74,361	2,399	133,485	577	45,344	1
11	830	15	1,463	25	1,287	24	6,070	73	6,196	46	5,207	17	2,343	55	2,672	23	586	2
2	(D)	10	902	8	591	4	1,288	12	1,456	11	615	6	(D)	9	300	3
3	351	4	(D)	5	406	9	1,986	15	917	9	1,102	2	(D)	16	493	6	52	4
6	(D)	1	(D)	12	290	11	2,796	46	3,823	26	3,490	9	871	30	1,879	17	534	5
8	2,209	5	242	6	397	8	2,302	14	1,066	13	1,236	4	390	17	499	8	124	6
8	2,209	5	242	6	397	8	2,302	14	(D)	13	1,236	4	390	17	499	8	124	7
...	(D)	8
19	6,702	31	1,780	36	5,084	41	17,639	96	6,128	43	6,628	21	3,131	86	3,844	39	1,695	9
5	3,108	5	370	3	(D)	4	(D)	16	1,425	4	1,489	5	436	15	985	6	70	10
7	3,249	17	1,124	24	3,796	28	15,254	36	2,107	16	2,293	6	1,469	47	1,603	15	477	11
3	239	3	82	5	824	4	603	9	669	11	1,037	2	(D)	12	647	10	(D)	12
4	106	6	204	4	(D)	5	(D)	35	1,927	12	1,809	8	(D)	12	609	8	(D)	13
4	455	1	(D)	2	(D)	3	316	3	201	1	(D)	3	232	14
4	182	2	(D)	2	(D)	4	(D)	14	816	11	1,087	3	229	11	483	2	(D)	15
3	274	2	(D)	4	199	5	1,541	19	453	8	611	2	(D)	9	205	16
2	(D)	2	(D)	4	199	5	1,541	15	383	6	(D)	2	(D)	9	205	17
1	(D)	4	70	2	(D)	18
19	2,716	49	3,697	42	3,297	49	10,386	79	4,832	53	7,306	17	2,260	116	5,486	20	401	19
8	1,563	31	2,831	17	1,985	26	6,375	36	2,659	25	3,291	9	1,280	66	3,695	8	225	20
7	978	17	(D)	22	(D)	21	(D)	23	1,034	21	2,820	5	734	36	1,408	12	176	21
4	175	1	(D)	3	(D)	2	(D)	20	1,139	7	1,195	3	246	14	383	22
9	467	9	258	6	407	11	2,104	18	982	13	1,050	4	223	17	592	23
5	363	9	258	6	407	9	(D)	9	497	10	892	3	(D)	11	483	24
4	104	2	(D)	9	485	3	158	1	(D)	6	109	25
2	(D)	3	(D)	5	338	10	370	6	356	4	156	6	177	26
7	282	1	(D)	5	144	6	953	14	533	1	(D)	4	144	15	(D)	27
10	665	4	940	15	702	5	333	3	203	9	215	28
4	629	1	(D)	5	248	3	(D)	1	(D)	11	134	29
4	172	1	(D)	3	1,184	1	(D)	10	538	2	(D)	5	209	30
2	(D)	1	(D)	2	(D)	4	140	2	(D)	31
10	1,129	13	614	10	365	16	2,400	23	845	18	1,996	8	487	44	1,183	6	30	32
5	674	9	513	5	213	11	1,715	12	505	10	1,546	5	(D)	27	916	4	(D)	33
5	455	4	101	5	152	5	685	11	340	8	450	3	(D)	17	267	2	(D)	34
114	101,810	277	40,070	329	39,542	259	135,168	495	34,659	186	35,254	229	34,619	743	48,817	254	37,458	35
...	1	(D)	2	(D)	3	220	1	(D)	3	44	36
2	(D)	1	(D)	5	57	4	1,373	14	538	7	271	1	(D)	6	84	2	(D)	37
5	126	2	(D)	2	(D)	2	(D)	14	274	3	223	5	172	9	474	38
4	89	4	285	10	132	5	360	2	(D)	4	(D)	39
24	9,769	87	9,382	68	8,100	72	22,294	140	10,972	67	16,880	45	5,435	203	12,265	38	1,476	40
15	9,431	82	9,271	58	7,706	66	21,678	94	8,466	54	15,533	39	4,778	160	10,224	26	1,400	41
2	(D)	3	(D)	3	27	9	441	1	(D)	2	(D)	28	692	4	14	42
7	(D)	2	(D)	7	367	6	616	37	2,065	12	(D)	4	(D)	15	1,349	8	62	43
9	941	16	553	12	793	16	2,792	42	2,069	14	1,249	5	527	55	1,449	4	18	44
4	740	15	(D)	7	509	12	(D)	22	1,376	7	889	3	(D)	38	1,012	4	18	45
2	(D)	1	(D)	5	284	4	(D)	10	161	6	(D)	2	(D)	9	300	46
3	(D)	10	532	1	(D)	8	137	47
7	1,044	8	488	4	270	12	3,268	23	1,203	22	1,999	8	646	24	(D)	...	(D)	48
...	1	(D)	5	124	2	(D)	2	(D)	8	141	49
8	385	2	(D)	5	80	5	836	17	658	8	774	8	400	12	(D)	50
5	287	6	277	4	302	5	784	13	1,015	12	(D)	2	(D)	7	256	51
2	(D)	6	277	4	302	5	784	7	865	10	645	2	(D)	7	256	52
3	(D)	6	150	2	(D)	53
...	2	(D)	54
9	456	3	116	3	95	10	1,223	22	973	5	329	4	(D)	10	336	3	(D)	55
5	310	3	116	3	95	10	1,223	20	(D)	4	(D)	3	176	10	336	3	(D)	56
4	146	2	(D)	1	(D)	1	(D)	57
2	(D)	2	(D)	5	192	3	123	2	(D)	4	68	58
17	1,902	21	762	26	2,389	44	15,540	80	5,520	44	5,727	19	3,189	86	4,585	34	456	59
1	(D)	1	(D)	6	483	1	(D)	5	177	60
3	(D)	7	273	3	(D)	6	3,303	14	943	7	739	3	(D)	8	488	6	72	61
13	1,734	-14	489	22	1,692	38	12,237	60	4,094	37	4,988	15	1,975	73	3,920	28	384	62
5	227	3	39	1	(D)	9	760	5	514	4	101	8	(D)	63

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

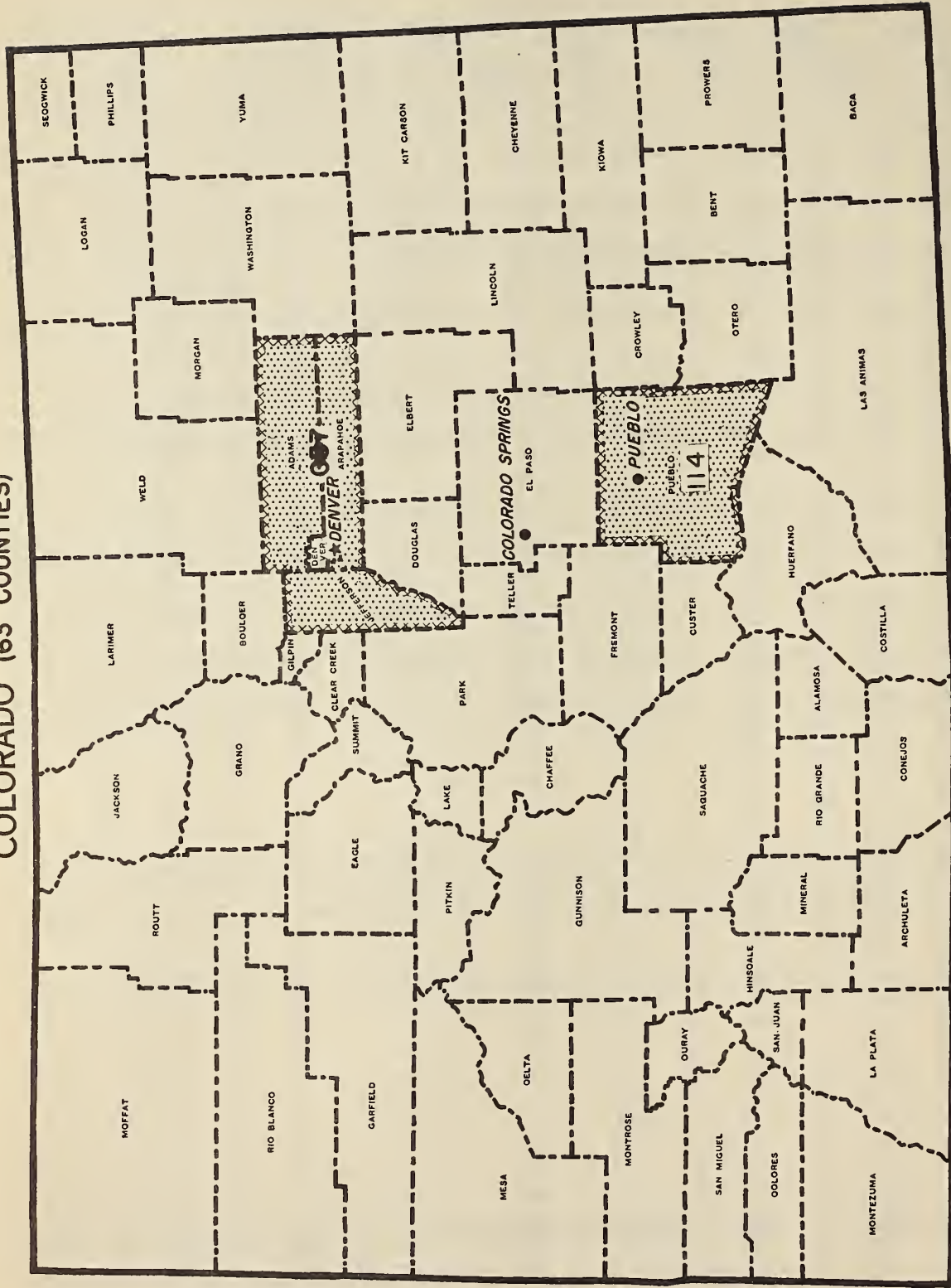
Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Kit Carson County.....	130	94	8,679	7,835	671	304	245	155	19	1,449	22	521
2	Lake County.....	74	56	7,986	7,586	870	322	277	82	9	2,031	23	820
3	Leadville.....	62	50	(0)	(0)	(0)	(0)	(0)	(0)	9	2,031	20	735
4	Remainder of County.....	12	6	(0)	(0)	(0)	(0)	(0)	(0)	3	85
5	La Plata County.....	192	146	20,058	19,028	1,829	744	618	236	20	4,452	31	1,101
6	Durango.....	153	121	17,853	17,263	1,700	682	566	181	14	3,766	24	916
7	Remainder of County.....	39	25	2,205	1,765	129	62	52	55	6	686	7	185
8	Larimer County.....	565	431	48,345	46,007	4,719	1,991	1,553	632	71	10,636	103	3,293
9	Fort Collins.....	235	191	27,396	26,726	2,754	1,182	933	254	31	6,291	37	1,311
10	Loveland.....	163	117	12,643	11,781	1,168	486	387	183	21	2,551	27	593
11	Remainder of County.....	167	123	8,306	7,500	797	323	233	195	19	1,794	39	1,389
12	Las Animas County.....	279	171	15,660	14,110	1,493	743	610	275	53	3,358	63	1,382
13	Trinidad.....	219	141	13,520	12,416	1,337	655	546	219	39	3,020	50	1,123
14	Remainder of County.....	60	30	2,140	1,694	156	88	64	56	14	338	13	259
15	Lincoln County.....	95	67	7,540	7,088	595	276	228	105	12	888	16	579
16	Logan County.....	220	166	27,094	25,900	2,637	967	816	209	29	4,805	33	1,505
17	Sterling.....	172	136	24,341	23,587	2,484	893	759	154	22	4,493	27	1,282
18	Remainder of County.....	48	30	2,753	2,313	153	74	57	55	7	312	6	223
19	Mesa County.....	407	289	53,004	50,568	5,246	2,093	1,807	477	78	11,263	48	2,692
20	Grand Junction.....	301	231	47,158	45,742	4,879	1,904	1,657	355	43	8,405	32	2,408
21	Remainder of County.....	106	58	5,846	4,826	367	189	150	122	35	2,658	16	284
22	Mineral County.....	14	6	425	287	9	4	4	15	1	(0)	7	59
23	Moffat County.....	82	66	8,186	7,960	757	277	226	86	8	1,779	20	959
24	Craig.....	59	55	6,599	6,549	724	263	213	56	5	(0)	12	785
25	Remainder of County.....	23	11	1,587	1,411	33	14	13	30	3	(0)	8	174
26	Montezuma County.....	117	97	13,159	12,521	1,244	513	446	141	16	2,622	19	962
27	Cortez.....	70	66	8,436	8,236	813	330	287	87	8	1,518	12	482
28	Remainder of County.....	47	31	4,723	4,285	431	183	159	54	8	1,104	7	480
29	Montrose County.....	159	121	14,768	13,846	1,450	575	494	197	17	3,320	21	863
30	Montrose.....	108	88	11,220	10,980	1,180	472	408	133	9	2,514	14	725
31	Remainder of County.....	51	33	3,548	2,866	270	103	86	64	8	806	7	138
32	Morgan County.....	245	179	27,478	25,938	2,838	1,041	897	244	32	5,686	46	1,919
33	Fort Morgan.....	118	96	16,867	16,263	1,850	627	560	117	13	3,499	20	1,085
34	Remainder of County.....	127	83	10,611	9,675	988	414	337	127	19	2,187	26	834
35	Otero County.....	323	237	23,214	21,598	2,215	978	785	357	61	6,521	61	1,628
36	La Junta.....	140	108	11,271	10,697	1,206	518	433	151	20	2,625	27	718
37	Rocky Ford.....	96	74	8,361	7,913	735	329	253	104	18	2,612	16	515
38	Remainder of County.....	87	55	3,582	2,988	274	131	99	102	23	1,284	18	395
39	Ouray County.....	37	15	1,383	699	56	39	37	42	6	363	7	115
40	Park County.....	38	26	1,525	1,299	109	47	39	41	5	293	14	320
41	Phillips County.....	92	74	6,806	6,222	586	222	197	93	8	1,371	13	263
42	Pitkin County.....	40	26	2,179	1,957	176	57	44	51	7	320	14	499
43	Prowers County.....	187	145	15,971	15,401	1,663	777	610	217	20	2,960	39	1,200
44	Lamar.....	117	95	12,395	12,071	1,373	640	491	135	9	2,309	25	926
45	Remainder of County.....	70	50	3,576	3,330	290	137	119	82	11	651	14	274
46	Pueblo County.....	887	637	97,606	92,894	10,440	4,235	3,474	1,000	198	25,890	192	7,255
47	Pueblo.....	833	603	94,615	90,247	10,219	4,104	3,387	930	179	24,354	181	6,729
48	Remainder of County.....	54	34	2,991	2,647	221	131	87	70	19	1,236	11	526
49	Rio Blanco County.....	60	40	4,734	4,294	359	149	131	64	11	1,191	7	245
50	Rio Grande County.....	132	102	10,808	10,318	975	431	358	134	21	2,632	22	541
51	Monte Vista.....	65	59	6,914	6,808	652	286	235	66	8	1,736	9	298
52	Remainder of County.....	67	43	3,894	3,510	323	145	123	68	13	896	13	243
53	Routt County.....	95	61	5,904	5,090	497	208	173	101	18	1,587	11	275
54	Saguache County.....	52	32	2,725	2,251	192	101	76	66	5	447	7	(0)
55	San Juan County.....	18	8	511	415	52	24	19	23	3	169	4	59
56	San Miguel County.....	33	15	1,690	1,106	71	47	42	41	8	346	4	154
57	Sedgwick County.....	78	56	6,536	5,962	468	193	158	89	9	1,116	9	349
58	Summit County.....	30	18	969	763	98	38	30	39	3	117	15	440
59	Teller County.....	62	36	1,848	1,486	115	81	50	77	11	627	17	302
60	Washington County.....	76	52	6,028	5,570	474	186	156	75	13	1,344	11	246
61	Weld County.....	752	496	70,353	65,189	7,160	2,561	2,122	791	122	14,286	125	3,853
62	Greely.....	336	254	45,296	43,564	5,193	1,821	1,489	330	51	9,928	44	1,510
63	Remainder of County.....	416	242	25,057	21,625	1,967	740	633	461	71	4,358	81	2,343
64	Yuma County.....	134	96	9,665	9,021	800	336	270	135	17	2,027	17	556

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group — Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
7	460	7	162	1	(D)	11	1,365	19	707	26	2,017	6	382	12	(D)	1	
4	(D)	1	(D)	5	111	4	1,143	10	748	1	(D)	3	(D)	14	514	2	
3	(D)	1	(D)	4	(D)	4	1,143	6	694	1	(D)	3	(D)	11	(D)	3	
1	(D)	1	(D)	4	54	3	(D)	4	
13	1,654	14	717	13	952	16	4,486	20	1,803	18	2,496	8	604	35	1,731	4	62	5	
6	1,412	11	527	10	(D)	16	4,486	15	1,486	13	2,105	7	(D)	33	(D)	4	62	6	
7	242	3	190	3	(D)	5	317	5	391	1	(D)	2	(D)	7	
22	3,668	33	2,179	39	2,455	37	9,939	79	3,560	48	6,276	17	1,804	101	4,347	15	188	8	
7	2,632	16	1,186	19	1,563	16	6,602	36	1,684	23	3,363	6	825	41	1,883	3	56	9	
4	711	8	535	11	637	17	2,914	20	845	15	2,206	6	601	24	(D)	10	(D)	10	
11	325	9	458	9	255	4	423	23	1,031	10	707	5	378	36	(D)	2	(D)	11	
18	2,783	17	653	10	462	18	2,826	34	1,465	12	996	6	495	40	1,150	8	90	12	
10	2,006	17	653	9	(D)	18	2,826	22	965	10	(D)	5	(D)	31	995	8	90	13	
8	777	1	(D)	12	500	2	(D)	1	(D)	9	155	14	
2	(D)	5	233	1	(D)	8	1,147	21	1,343	12	1,102	5	312	11	1,759	2	(D)	15	
10	2,338	11	984	13	1,697	22	5,623	26	2,989	25	2,915	9	705	35	3,396	7	137	16	
6	2,114	11	984	13	1,697	19	(D)	18	2,102	14	2,462	5	608	32	3,249	5	(D)	17	
4	224	3	(D)	8	887	11	453	4	97	3	147	2	(D)	18	
10	4,423	25	2,242	27	3,075	34	11,320	51	3,183	40	8,134	14	1,630	60	4,800	20	242	19	
7	4,298	23	(D)	23	2,983	32	(D)	37	2,544	26	7,221	10	1,462	50	4,445	18	(D)	20	
3	125	2	(D)	4	92	2	(D)	14	639	14	913	4	168	10	355	2	(D)	21	
2	(D)	3	123	1	(D)	22	
4	464	5	241	3	(D)	5	1,045	14	802	10	1,127	3	262	10	(D)	23	
4	464	5	241	3	(D)	5	1,045	6	618	10	1,127	3	262	6	141	24	
...	8	184	4	(D)	25	
13	1,418	5	237	3	318	14	4,197	14	1,166	14	1,280	7	484	8	303	4	172	26	
6	791	5	237	2	(D)	10	2,923	7	712	10	990	5	(D)	5	151	27	
7	627	1	(D)	4	1,274	7	454	4	290	2	(D)	3	152	4	172	28	
11	1,429	10	480	7	826	14	2,239	19	1,694	21	1,938	7	670	26	1,269	6	40	29	
6	628	10	480	6	(D)	10	2,112	11	1,063	14	1,773	4	439	18	(D)	6	40	30	
5	801	1	(D)	4	127	8	631	7	165	3	231	8	(D)	31	
10	1,512	18	1,055	15	1,410	18	5,363	28	2,117	30	5,872	11	1,005	33	1,517	4	22	32	
3	(D)	12	670	12	1,108	10	3,694	8	1,015	15	3,474	4	537	19	894	2	(D)	33	
7	(D)	6	385	3	302	8	1,669	20	1,102	15	2,398	7	468	14	623	2	(D)	34	
14	2,136	30	1,235	20	1,311	16	3,957	39	1,735	25	2,667	10	804	37	878	10	342	35	
5	1,422	17	733	12	967	7	2,363	13	618	7	770	5	444	20	499	7	112	36	
5	479	11	(D)	7	(D)	5	1,325	11	551	8	1,546	3	(D)	10	234	2	(D)	37	
4	235	2	(D)	1	(D)	4	269	15	566	10	351	2	(D)	7	145	1	(D)	38	
3	157	8	222	3	138	4	208	4	(D)	2	(D)	39	
6	317	2	(D)	6	289	3	(D)	2	(D)	40	
3	(D)	4	(D)	6	118	11	1,916	4	188	25	1,452	4	284	14	867	41	
1	(D)	2	(D)	1	(D)	1	(D)	2	(D)	2	(D)	2	(D)	8	478	42	
14	1,097	12	595	6	(D)	14	3,471	26	2,271	23	2,495	9	625	22	795	2	(D)	43	
6	987	8	(D)	4	352	12	(D)	14	1,667	16	1,558	4	418	19	728	44	
8	110	4	(D)	2	(D)	2	(D)	12	604	7	937	5	207	3	67	2	(D)	45	
20	9,243	56	6,282	44	6,144	51	19,920	97	5,526	37	6,995	30	2,840	126	6,451	36	1,360	46	
16	9,113	55	(D)	44	(D)	49	(D)	93	5,204	34	(D)	28	(D)	118	6,175	36	1,360	47	
4	130	1	(D)	...	(D)	2	(D)	4	322	3	(D)	2	(D)	8	276	48	
3	(D)	2	(D)	5	1,122	7	352	6	799	4	268	15	430	49	
10	1,095	5	146	5	302	12	1,697	13	1,034	15	1,271	4	441	25	1,649	50	
5	808	5	146	4	(D)	9	(D)	5	533	7	797	3	(D)	10	766	51	
5	287	1	(D)	3	(D)	8	501	8	474	1	(D)	15	883	52	
8	612	4	(D)	3	140	9	1,153	18	722	6	375	4	310	14	(D)	53	
6	250	1	(D)	5	725	15	430	5	428	3	189	5	82	54	
...	1	(D)	3	73	1	(D)	1	(D)	5	40	55	
3	165	2	(D)	4	612	2	(D)	3	(D)	1	(D)	6	200	56	
6	627	1	(D)	6	263	14	1,770	7	268	11	1,591	3	193	12	(D)	57	
2	(D)	5	203	2	(D)	1	(D)	2	(D)	58	
4	24	1	(D)	3	34	2	(D)	11	243	3	105	3	178	7	161	59	
8	576	2	(D)	5	133	4	820	10	520	7	1,526	3	249	13	(D)	60	
22	4,784	49	3,498	41	3,971	47	13,464	127	5,506	84	9,895	28	1,991	89	8,993	18	162	61	
8	3,941	37	3,118	26	3,220	30	10,666	35	2,019	31	5,122	11	1,328	53	4,330	10	120	62	
14	843	12	380	15	751	17	2,798	92	3,487	53	4,773	17	669	36	4,613	8	42	63	
11	606	5	170	7	320	15	2,246	13	589	22	1,817	4	451	19	867	4	16	64	

COLORADO (63 COUNTIES)



LEGEND

● PLACES OF 25,000 TO 100,000 (1950)

★ PLACES OF 100,000 AND OVER (1950)



STANDARD METROPOLITAN AREAS

STANDARD METROPOLITAN AREAS

CODE
039 DENVER
114 PUEBLO

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

U. S. DEPARTMENT OF COMMERCE

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ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | Retail Trade | Wholesale Trade | Selected Service Trades |
|--|--|--|
| <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins |
| <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins |
| <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins |
| <input type="checkbox"/> Central Business District Bulletins | <input type="checkbox"/> Census Volumes | <input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Census Volumes | | |
- ☐ Public Merchandise Warehouses
☐ 1954 Census of Business—Puerto Rico

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

**PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300**

1954 Census of Business

RETAIL TRADE

December 1955

Series: PR-1-7

CONNECTICUT

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

CONNECTICUT

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total	With payroll	Total, all establishments	Establishments with payroll	Total	With payroll	Total, all establishments	Establishments with payroll
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(\$1,000)	(\$1,000)
Total.....	25,700	17,536	2,618,244	2,445,164	26,335	16,418	1,928,637	1,737,212
Food stores.....	5,149	2,977	631,057	571,733	6,643	3,257	478,673	400,203
Eating, drinking places.....	4,566	3,724	190,096	178,722	4,961	3,550	150,064	135,772
General merchandise group.....	841	531	231,864	226,514	709	449	172,220	168,794
Apparel, accessories stores.....	2,315	1,889	194,746	188,450	2,222	1,624	173,703	164,690
Furniture, home furnishings, appliance dealers.....	1,608	1,208	148,993	143,097	1,415	956	103,284	97,227
Automotive group.....	1,135	997	441,121	437,931	1,115	954	278,420	271,843
Gasoline service stations.....	2,333	1,671	142,945	125,109	2,668	1,518	94,588	72,635
Lumber, bldg. matls., hardware, farm equipment dealers..	1,048	836	180,039	175,963	992	788	147,080	143,307
Drug stores, proprietary stores.....	920	854	85,703	84,093	933	817	63,579	60,629
Other retail stores.....	4,449	2,527	322,950	277,156	4,573	2,417	251,656	206,939
Nonstore retailers.....	1,336	322	48,730	36,396	104	88	15,370	15,173

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Connecticut, total.....	25,700	17,536	2,618,244	2,445,164	292,466	107,522	82,286	24,251	5,149	631,057	4,566	190,096
2	Fairfield County.....	6,597	4,583	704,231	658,281	79,254	27,577	21,681	6,151	1,313	177,194	1,110	49,227
3	Bridgeport.....	2,176	1,502	226,918	212,348	27,952	10,352	8,196	2,052	538	56,547	391	17,169
4	Norwalk.....	686	486	70,663	65,467	7,556	2,438	1,930	650	134	18,678	110	4,486
5	Shelton.....	144	82	9,497	8,385	676	281	204	150	30	2,612	25	861
6	Stamford.....	1,086	748	125,685	117,943	14,823	5,171	3,852	946	188	27,344	181	7,326
7	Remainder of County ¹	2,505	1,765	271,468	254,138	28,247	9,335	7,499	2,353	423	72,013	403	19,385
8	Hartford County.....	6,201	4,373	754,965	715,499	92,006	34,496	25,579	5,673	1,149	166,953	1,111	57,130
9	Bristol.....	454	314	39,931	37,633	4,101	1,511	1,094	437	82	11,304	79	2,439
10	Hartford.....	2,346	1,664	332,209	317,995	48,213	17,657	13,490	2,050	442	58,316	439	23,997
11	New Britain.....	880	584	90,426	83,576	10,296	3,983	2,831	839	180	22,645	153	5,837
12	Remainder of County.....	2,521	1,811	292,399	276,295	29,396	11,345	8,164	2,347	445	78,688	440	24,857
13	Litchfield County.....	1,360	916	112,887	104,479	10,522	4,070	3,090	1,310	257	30,642	207	6,069
14	Torrington.....	451	299	38,081	34,865	3,763	1,519	1,075	426	97	10,355	65	1,726
15	Winsted.....	130	96	12,264	11,504	1,209	442	351	125	30	3,691	19	567
16	Remainder of County.....	779	521	62,542	58,110	5,550	2,109	1,664	759	130	16,596	123	3,776
17	Middlesex County.....	862	602	81,194	74,956	7,964	2,951	2,164	825	152	18,569	162	5,293
18	Middletown.....	341	263	39,653	37,803	4,723	1,787	1,327	291	60	7,319	65	2,326
19	Remainder of County.....	521	339	41,541	37,153	3,241	1,164	837	534	92	11,250	97	2,967
20	New Haven County.....	7,474	4,892	682,848	630,344	76,081	28,303	21,887	7,180	1,648	169,136	1,421	55,229
21	Ansonia.....	261	171	22,004	20,132	2,100	806	599	271	58	6,089	50	1,100
22	Derby.....	193	137	15,928	14,648	1,652	582	466	182	39	2,368	35	915
23	Meriden.....	625	425	54,330	50,296	6,013	2,323	1,635	609	131	13,353	120	4,669
24	Naugatuck.....	224	144	19,149	17,741	1,837	678	518	227	33	5,274	52	1,655
25	New Haven.....	2,591	1,701	247,745	229,537	30,412	11,052	8,995	2,431	594	50,383	469	19,631
26	Waterbury.....	1,399	923	138,115	128,423	16,837	6,112	4,696	1,307	338	35,890	266	9,769
27	Remainder of County ²	2,181	1,391	185,577	169,567	17,230	6,750	4,978	2,153	455	55,779	429	17,490
28	New London County.....	1,859	1,293	175,134	164,416	17,340	6,433	5,133	1,812	361	41,551	348	11,112
29	Jewett City.....	85	53	6,200	5,408	498	193	135	94	15	1,813	15	366
30	New London.....	564	410	60,364	57,642	6,922	2,472	2,019	516	112	13,193	107	3,997
31	Remainder of County ³	1,210	830	108,570	101,366	9,920	3,768	2,979	1,202	234	26,545	226	6,749
32	Tolland County.....	425	285	31,386	28,216	2,638	1,127	749	411	77	8,014	65	2,175
33	Rockville.....	148	108	13,436	12,696	1,171	447	287	137	28	3,833	18	641
34	Stafford Springs.....	82	50	6,216	5,348	511	185	142	73	15	1,938	10	280
35	Remainder of County.....	195	127	11,734	10,172	956	495	320	201	34	2,243	37	1,254
36	Windham County.....	922	592	75,599	68,973	6,661	2,565	2,003	889	192	18,998	142	3,861
37	Danielson.....	123	85	10,256	9,266	934	387	308	110	19	2,736	13	421
38	Willimantic.....	287	203	31,765	30,659	3,228	1,195	930	233	45	7,599	43	1,691
39	Remainder of County ⁴	542	304	33,578	29,048	2,499	983	765	546	128	8,663	86	1,749

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

¹Data for Remainder of County include those for Danbury city.²Data for Remainder of County include those for Branford borough and Wallingford borough.³Data for

Remainder of County include those for Groton borough and Norwich city.

⁴Data for Remainder of County include those for Putnam city.

Payroll, and Personnel

Kind-of-business group - Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
841	231,864	2,315	194,746	1,608	148,993	1,135	441,121	2,333	142,945	1,048	180,039	920	85,703	4,449	322,950	1,336	48,730	1
203	57,588	683	53,716	427	41,497	248	115,205	564	35,277	287	59,722	231	22,432	1,192	80,193	339	12,180	2
73	29,143	214	21,020	134	17,133	58	25,264	153	9,199	71	14,940	92	8,908	345	20,797	107	6,798	3
26	3,763	86	4,602	43	5,708	27	13,799	54	3,401	30	5,226	18	1,558	130	8,543	28	899	4
2	(D)	9	398	3	182	8	1,639	14	759	15	1,730	7	270	24	(D)	7	133	5
33	16,493	143	12,780	67	6,634	42	19,455	99	5,302	41	11,133	31	3,601	203	13,430	58	2,187	6
69	(D)	231	14,916	180	11,840	113	55,048	244	16,616	130	26,693	83	8,095	490	(D)	139	2,163	7
202	96,418	531	52,191	425	42,785	258	124,975	582	41,834	240	40,333	252	27,588	1,057	89,415	394	15,343	8
15	1,725	57	2,705	31	2,959	17	7,763	35	2,153	12	2,066	17	1,263	91	5,140	18	414	9
77	72,809	234	28,650	163	18,720	81	45,897	160	10,797	65	12,750	109	12,790	410	41,065	166	10,418	10
21	5,346	89	10,549	61	8,548	30	14,296	65	3,419	22	3,457	32	2,789	176	12,210	51	1,330	11
89	16,538	151	10,287	170	12,558	130	57,019	322	25,465	141	22,060	94	10,746	380	31,000	159	3,181	12
48	4,791	112	6,823	81	4,142	82	22,374	140	6,193	77	12,060	47	3,695	234	14,795	75	1,303	13
11	2,793	51	3,970	37	1,786	24	7,242	38	1,704	20	2,924	11	900	68	4,088	29	593	14
5	655	10	574	5	500	11	3,566	9	464	4	541	5	404	22	1,020	10	282	15
32	1,343	51	2,279	39	1,856	47	11,566	93	4,025	53	8,595	31	2,391	144	9,687	36	428	16
42	6,409	47	4,539	57	3,796	47	16,912	90	5,076	38	7,425	32	2,824	159	9,423	36	928	17
11	4,494	32	3,917	19	1,974	15	8,938	22	1,972	15	3,546	13	1,172	67	3,236	22	759	18
31	1,915	15	622	38	1,822	32	7,974	68	3,104	23	3,879	19	1,652	92	6,187	14	169	19
226	47,879	708	64,024	416	42,999	315	111,996	600	36,090	262	41,487	276	22,247	1,240	76,294	362	15,467	20
10	1,328	31	2,164	14	1,659	15	4,269	14	729	13	1,236	11	538	40	2,764	5	128	21
7	1,335	22	961	13	998	10	3,669	16	845	7	1,149	9	322	27	3,072	8	294	22
24	3,906	62	4,767	46	4,172	24	8,723	60	4,260	22	2,977	16	1,562	99	5,343	21	598	23
4	895	13	999	18	900	11	4,269	19	1,125	15	1,114	10	618	45	(D)	4	(D)	24
79	22,560	314	33,170	139	17,064	104	37,969	164	10,553	68	13,745	96	7,978	413	28,866	151	5,826	25
31	10,083	152	16,596	77	11,342	55	19,943	90	4,714	38	8,173	55	4,022	230	14,216	67	3,367	26
71	7,772	114	5,367	109	6,864	96	33,154	237	13,864	99	13,093	79	7,207	386	(D)	106	(D)	27
58	12,556	146	9,609	118	8,790	102	28,267	198	10,976	73	12,220	47	4,429	323	32,958	85	2,666	28
4	134	9	266	4	230	4	981	9	301	5	(D)	2	(D)	16	1,365	2	(D)	29
21	5,310	59	4,865	40	4,252	35	13,572	40	2,198	15	4,032	15	1,564	87	6,500	33	881	30
33	7,112	78	4,478	74	4,308	63	13,714	149	8,477	53	(D)	30	(D)	220	25,093	50	(D)	31
22	1,316	21	873	22	1,098	26	5,770	59	3,145	31	2,666	11	844	76	5,264	15	221	32
6	543	14	624	10	620	11	2,780	11	639	9	740	3	387	34	2,589	4	40	33
4	166	5	(D)	2	(D)	7	1,318	8	307	9	714	3	181	17	1,018	2	(D)	34
12	607	2	(D)	10	(D)	8	1,672	40	2,199	13	1,212	5	276	25	1,657	9	(D)	35
40	4,907	67	2,971	62	3,886	57	15,622	100	4,354	40	4,126	24	1,644	168	14,608	30	622	36
4	642	13	531	11	838	10	1,654	13	698	11	820	5	320	15	1,390	9	206	37
7	2,021	28	1,590	18	1,910	18	7,165	20	1,439	9	1,678	9	592	46	5,812	14	268	38
29	2,244	26	850	33	1,138	29	6,803	67	2,217	20	1,628	10	732	107	7,406	7	148	39

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

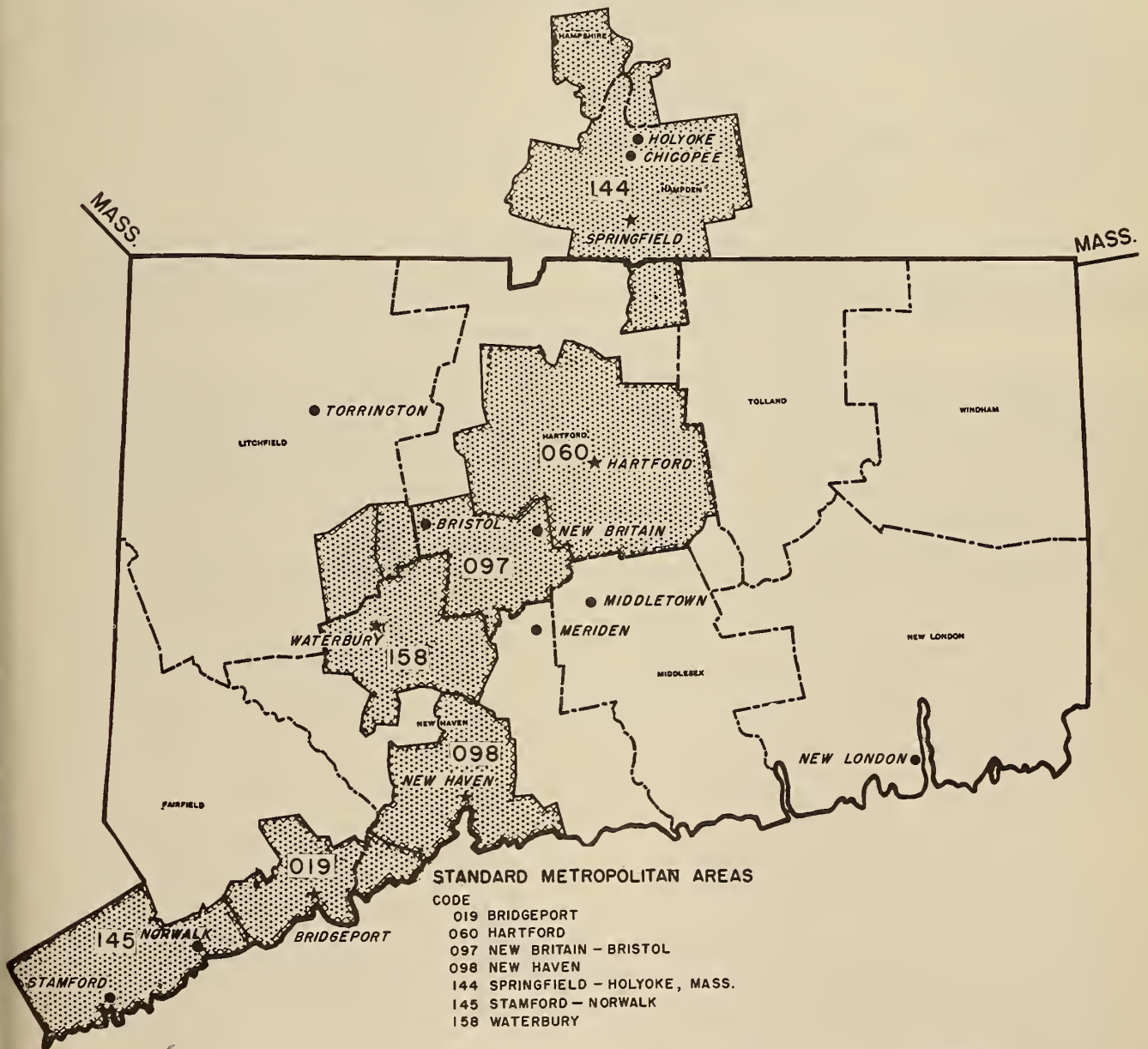
Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

CONNECTICUT (8 COUNTIES)



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- STANDARD METROPOLITAN AREAS

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Central Business District Bulletins <input type="checkbox"/> Census Volumes	Wholesale Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes	Selected Service Trades <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes
<input type="checkbox"/> Public Merchandise Warehouses <input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade report. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
(Number)

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Your Name -----

Street Address ----- City ----- Zone ----- State -----

1954 Census of Business

RETAIL TRADE

November 1955

Series: PR-1-8 and 9

DELAWARE AND DISTRICT OF COLUMBIA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

DELAWARE

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ment with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	4,300	2,732	485,752	454,448	4,410	2,718	376,005	348,557
Food Stores.....	893	405	94,787	83,041	1,249	511	65,583	53,922
Eating, drinking places.....	685	501	28,863	26,113	768	511	20,174	17,815
General merchandise group.....	173	101	48,193	46,875	160	88	20,433	19,431
Apparel, accessories stores.....	335	271	30,737	29,653	295	216	27,560	26,721
Furniture, home furnishings, appliance dealers.....	244	172	25,871	24,527	230	172	22,307	21,534
Automotive group.....	176	138	72,669	71,513	186	161	58,847	57,912
Gasoline service stations.....	475	297	27,465	23,363	434	251	16,382	13,489
Lumber, bldg. matls., hardware, farm equipment dealers..	208	156	29,757	28,809	211	169	27,903	27,061
Drug stores, proprietary stores.....	153	129	14,003	13,475	134	116	8,754	8,485
Other retail stores.....	769	515	103,414	98,354	714	497	96,798	91,031
Nonstore retailers.....	189	47	9,993	8,725	29	26	11,264	11,156

Table B.--PRELIMINARY 1954 RETAIL TRADE REPORT--MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total								Kind-of-business group			
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (unin- corporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Delaware, total.....	4,300	2,732	485,752	454,448	51,901	19,480	16,200	4,011	893	94,787	685	28,863
2	Kent County.....	622	378	67,450	63,216	6,002	2,420	2,005	605	114	9,791	75	2,988
3	Dover.....	184	124	28,215	27,151	2,789	1,077	911	173	23	4,174	19	1,150
4	Milford (part) ¹	68	56	9,219	8,981	884	319	280	61	8	407	9	200
5	Remainder of County.....	370	198	30,016	27,084	2,329	1,024	814	371	83	5,210	47	1,638
6	New Castle County.....	2,646	1,740	325,633	306,353	39,427	14,394	11,948	2,384	585	69,334	479	21,705
7	Elsmere.....	35	23	5,524	5,296	468	202	133	30	14	3,672	3	154
8	Newark.....	116	78	15,266	14,288	1,457	639	492	106	18	3,666	15	1,117
9	New Castle.....	110	68	9,935	8,705	1,134	440	344	103	23	1,546	32	1,600
10	Wilmington.....	1,845	1,239	234,020	221,472	30,384	10,664	8,936	1,649	414	42,716	348	13,536
11	Remainder of County.....	540	332	60,888	56,592	5,984	2,449	2,043	496	116	17,734	81	5,298
12	Sussex County.....	1,032	614	92,669	84,879	6,472	2,666	2,247	1,022	194	15,662	131	4,170
13	Laurel.....	93	59	8,198	7,534	481	232	182	86	21	1,390	8	283
14	Lewes.....	46	38	4,607	4,473	373	155	139	41	7	1,033	12	485
15	Milford (part) ¹	74	44	7,498	6,888	597	244	193	73	13	2,633	9	199
16	Seaford.....	125	77	10,907	10,077	917	385	334	110	22	2,343	10	407
17	Remainder of County.....	694	396	61,459	55,907	4,104	1,650	1,399	712	131	8,263	92	2,796

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹Milford is in Kent and Sussex Counties.

Table B.--PRELIMINARY 1954 RETAIL TRADE REPORT--MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (unin- corporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establis- ments (\$1,000)	Establis- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	District of Columbia (coextensive with Washington).....	6,730	5,184	1,217,853	1,182,203	171,120	61,924	54,097	6,162	1,484	224,737	1,357	109,868

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
DISTRICT OF COLUMBIA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	6,730	5,184	1,217,853	1,182,203	7,092	5,655	1,102,939	1,073,453
Food stores.....	1,484	968	224,737	209,373	1,949	1,284	209,519	192,231
Eating, drinking places.....	1,357	1,267	109,868	108,466	1,356	1,255	100,006	99,045
General merchandise group.....	199	131	181,072	178,724	171	125	184,657	184,064
Apparel, accessories stores.....	663	577	102,908	100,184	792	648	119,474	117,188
Furniture, home furnishings, appliance dealers.....	329	255	64,845	63,151	336	265	53,697	52,715
Automotive group.....	209	185	192,289	191,615	225	201	141,623	140,338
Gasoline service stations.....	422	398	55,627	54,937	429	404	36,129	35,745
Lumber, bldg. matls., hardware, farm equipment dealers..	171	137	31,379	30,429	180	151	33,919	33,281
Drug stores, proprietary stores.....	322	298	55,261	54,325	327	313	52,567	52,318
Other retail stores.....	1,233	903	174,422	168,626	1,295	979	159,917	146,962
Nonstore retailers.....	341	65	25,445	22,373	32	30	11,431	19,566

BY COUNTIES: CITIES OF 2500 INHABITANTS OR MORE--DELAWARE

Payroll, and Personnel

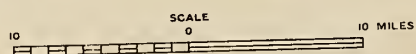
Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
173	48,193	335	30,737	244	25,871	176	72,669	475	27,465	208	29,757	153	14,003	769	103,414	189	9,993	1
42	6,169	36	2,021	44	3,072	47	14,651	75	3,222	42	4,919	16	1,438	101	17,316	30	1,863	2
12	4,422	17	1,364	15	1,232	19	6,828	21	1,033	11	1,626	5	(D)	36	5,465	6	(D)	3
7	933	9	374	7	847	8	4,921	4	164	4	641	3	(D)	8	264	1	(D)	4
23	814	10	283	22	993	20	2,902	50	2,025	27	2,652	8	555	57	11,587	23	1,357	5
75	40,128	230	25,143	137	18,990	79	41,854	251	18,935	105	17,819	106	10,481	466	53,919	133	7,325	6
1	(D)	3	184	***	***	***	***	8	938	3	(D)	2	(D)	1	(D)	***	***	7
7	639	13	714	11	647	6	3,609	15	982	4	1,175	4	600	16	2,019	7	98	8
1	(D)	4	(D)	7	306	4	1,892	16	1,552	4	(D)	2	(D)	14	724	3	65	9
49	30,593	193	23,142	102	17,161	54	32,322	114	8,880	58	8,462	77	7,522	353	43,174	83	6,512	10
17	(D)	17	(D)	17	876	15	4,031	98	6,583	36	6,108	21	2,187	82	(D)	40	650	11
56	1,896	69	3,573	63	3,809	50	16,164	149	5,308	61	7,019	31	2,084	202	32,179	26	805	12
3	189	12	523	5	(D)	6	1,328	7	363	5	914	5	321	20	2,585	1	(D)	13
2	(D)	2	(D)	2	(D)	4	(D)	4	209	3	(D)	2	(D)	8	1,090	***	***	14
2	(D)	6	161	6	482	4	(D)	13	405	2	(D)	2	(D)	12	1,397	5	332	15
5	81	11	455	16	778	7	2,388	12	497	6	646	4	425	27	2,840	5	47	16
44	1,452	38	(D)	34	2,300	29	10,392	113	3,834	45	4,604	18	892	135	24,267	15	(D)	17

BY COUNTIES: CITIES OF 2500 INHABITANTS OR MORE--DISTRICT OF COLUMBIA

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
199	181,072	663	102,908	329	64,845	209	192,289	422	55,627	171	31,379	322	55,261	1,233	174,422	341	25,445	

DELAWARE



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade	Wholesale Trade	Selected Service Trades
<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins	<input type="checkbox"/> Census Volumes	<input type="checkbox"/> Census Volumes
<input type="checkbox"/> Census Volumes		

☐ Public Merchandise Warehouses
☐ 1954 Census of Business—Puerto Rico

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1954 Census of Business RETAIL TRADE

November 1955

Series: PR-1-10

FLORIDA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

FLORIDA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	41,280	25,546	3,994,796	3,712,070	35,364	21,837	2,330,788	2,154,353
Food stores.....	7,772	3,540	906,646	813,084	8,827	3,961	530,135	457,417
Eating, drinking places.....	7,918	5,442	353,683	320,989	8,225	4,984	218,555	196,359
General merchandise group.....	1,535	1,043	336,657	327,903	1,196	853	247,975	242,848
Apparel, accessories stores.....	3,308	2,758	306,220	296,672	2,426	1,894	179,125	172,721
Furniture, home furnishings, appliance dealers.....	2,459	1,819	220,934	210,244	1,754	1,383	131,363	126,030
Automotive group.....	2,076	1,608	773,355	759,561	1,583	1,347	373,455	365,377
Gasoline service stations.....	4,715	3,033	268,713	227,751	3,950	2,398	134,251	111,866
Lumber, bldg. mtl., hardware, farm equipment dealers..	1,873	1,431	303,805	295,359	1,468	1,155	191,035	184,534
Drug stores, proprietary stores.....	1,596	1,228	139,335	133,015	1,265	977	94,986	90,914
Other retail stores.....	6,002	3,360	329,451	287,845	4,589	2,815	214,768	191,191
Nonstore retailers.....	2,026	284	55,997	39,647	81	70	15,140	15,096

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Florida, total.....	41,280	25,546	3,994,796	3,712,070	404,801	169,531	148,768	42,505	7,772	906,646	7,918	353,683
2	Alachua County.....	579	357	53,223	48,457	4,993	2,325	1,951	565	143	13,111	73	2,841
3	Gainesville.....	348	244	42,115	39,751	4,280	1,965	1,665	320	68	10,119	47	1,956
4	Remainder of County.....	231	109	11,108	8,706	713	360	286	245	75	2,992	26	885
5	Baker County.....	84	32	3,797	2,569	177	95	63	89	27	1,167	3	(0)
6	Bay County.....	576	354	53,205	49,267	5,019	2,239	1,956	579	125	12,970	111	4,382
7	Panama City.....	449	283	45,872	43,060	4,479	1,917	1,660	439	90	10,165	75	2,813
8	Remainder of County.....	127	71	7,333	6,207	540	322	296	140	35	2,805	36	1,569
9	Bradford County.....	122	78	7,939	7,089	545	293	231	127	35	2,207	19	536
10	Starke.....	91	65	6,994	6,536	522	276	216	94	21	1,651	14	461
11	Remainder of County.....	31	13	945	553	23	17	15	33	14	556	5	75
12	Brevard County.....	535	347	38,736	35,550	3,423	1,605	1,349	597	87	11,081	112	3,417
13	Cocoa.....	139	87	11,919	11,083	1,103	469	395	144	28	3,640	15	523
14	Melbourne.....	164	108	13,725	12,691	1,170	555	474	184	20	3,777	39	1,118
15	Titusville.....	77	49	4,546	4,134	395	202	156	80	11	1,387	15	296
16	Remainder of County.....	155	103	8,546	7,642	755	379	324	189	28	2,277	43	1,480
17	Broward County.....	2,227	1,511	225,165	211,973	22,640	8,764	7,806	2,328	274	49,506	500	25,525
18	Dania.....	115	67	6,065	5,251	586	258	220	123	16	2,225	45	1,235
19	Fort Lauderdale.....	1,167	809	133,122	126,558	14,470	5,431	4,860	1,135	111	23,129	214	11,447
20	Hallandale.....	71	51	8,974	8,576	1,073	349	297	87	12	559	32	4,346
21	Hollywood.....	449	287	42,785	39,565	3,733	1,463	1,330	528	62	10,781	99	3,966
22	Pompano Beach.....	170	126	14,474	13,886	1,255	535	474	189	27	4,126	37	1,149
23	Remainder of County.....	255	171	19,745	18,137	1,523	728	625	266	46	8,686	73	3,382
24	Calhoun County.....	95	45	5,574	4,624	273	156	129	102	17	1,062	8	136
25	Charlotte County.....	115	61	5,370	4,782	408	208	174	110	24	1,688	21	615
26	Citrus County.....	129	69	5,334	4,272	384	223	197	143	18	1,397	34	1,068
27	Clay County.....	143	75	8,270	7,220	588	289	230	157	30	2,012	31	555
28	Green Cove Springs.....	72	42	5,201	4,551	397	183	151	85	15	1,313	11	256
29	Remainder of County.....	71	33	3,069	2,669	191	106	79	72	15	699	20	299
30	Collier County.....	151	109	10,176	9,338	906	354	320	150	16	2,098	38	1,352
31	Columbia County.....	237	139	16,471	14,667	1,415	672	605	246	59	3,789	39	1,612
32	Lake City.....	206	118	15,216	13,584	1,316	611	550	214	54	3,623	29	1,307
33	Remainder of County.....	31	21	1,255	1,083	99	61	55	32	5	166	10	305
34	Dade County.....	8,340	5,392	983,194	928,682	110,704	42,398	37,981	8,401	1,149	212,031	1,848	113,059
35	Coral Gables.....	408	310	60,571	58,961	5,813	2,356	2,025	398	34	12,930	67	4,397
36	Hialeah.....	287	175	26,179	24,671	2,490	1,012	851	313	31	9,130	59	3,579
37	Homestead.....	151	101	18,255	17,235	1,721	655	579	148	25	4,827	23	657
38	Miami.....	4,963	2,983	616,094	579,070	69,951	26,670	23,963	5,081	719	121,371	1,140	56,963
39	Miami Beach.....	1,311	933	120,860	113,932	16,951	5,863	5,383	1,227	173	22,760	268	29,195
40	Miami Shores.....	43	35	18,353	18,201	1,051	302	273	37	3	(0)	3	101
41	Miami Springs.....	91	57	6,702	6,194	997	415	364	94	4	746	25	2,549
42	North Miami.....	204	142	22,892	21,860	3,004	1,330	1,185	210	15	2,521	38	1,905
43	Opalocka.....	91	47	6,102	5,244	473	202	173	92	22	2,827	24	1,089
44	Perrine.....	31	19	1,752	1,550	135	69	60	36	5	751	6	106
45	South Miami.....	104	64	6,898	6,068	701	312	262	100	16	2,022	12	562
46	West Miami.....	24	20	1,423	1,347	157	78	70	30	2	(0)	2	(0)
47	Remainder of County.....	632	506	77,113	74,733	7,260	3,134	2,793	635	100	29,696	181	(0)
48	De Soto County.....	100	64	7,967	7,211	711	344	319	96	22	1,998	10	270
49	Arcadia.....	92	60	7,381	6,753	689	334	312	89	18	1,803	10	270
50	Remainder of County.....	8	4	586	458	22	10	7	7	4	195
51	Dixie County.....	64	30	2,961	2,065	159	81	70	70	27	974	7	290
52	Duval County.....	3,429	2,195	438,767	416,109	45,164	19,043	16,574	3,372	782	108,494	558	27,913
53	Jacksonville.....	2,876	1,752	374,803	354,839	39,769	16,485	14,432	2,803	667	80,094	430	21,413
54	Jacksonville Beach.....	111	87	8,534	8,234	912	416	344	114	26	3,492	37	1,732
55	Remainder of County.....	442	356	55,430	53,436	4,483	2,142	1,798	455	89	24,908	91	4,768
56	Escambia County.....	1,199	729	126,107	118,163	12,975	5,716	5,048	1,270	330	29,845	225	9,424
57	Pensacola.....	866	488	99,032	92,868	10,399	4,390	3,863	911	250	20,588	139	5,237
58	Remainder of County.....	333	241	27,075	25,295	2,576	1,326	1,185	359	80	9,257	86	4,187
59	Flagler County.....	66	38	2,955	2,451	261	128	108	63	10	619	19	631
60	Franklin County.....	93	57	3,813	3,229	224	139	111	98	29	1,198	21	688
61	Apalachicola.....	58	40	2,540	2,314	167	97	82	63	14	627	10	193
62	Remainder of County.....	35	17	1,273	915	57	42	29	35	15	571	11	495
63	Gadsden County.....	296	154	20,478	17,940	1,621	750	588	292	101	4,865	31	616
64	Chattahoochee.....	59	31	3,649	2,993	262	128	114	69	17	847	4	125
65	Quincy.....	148	84	9,857	8,879	866	427	320	142	41	2,833	20	355
66	Remainder of County.....	89	39	6,972	6,068	493	195	154	81	43	1,185	7	136
67	Gilchrist County.....	30	16	2,326	1,930	159	66	53	23	14	693	2	(0)
68	Gladys County.....	28	12	1,364	916	57	33	23	30	8	542	1	(0)
69	Gulf County.....	135	73	7,199	5,979	538	269	230	133	47	2,360	21	399
70	Port St. Joe.....	88	52	5,834	5,114	478	224	195	84	27	1,661	13	256
71	Remainder of County.....	47	21	1,365	865	60	45	35	49	20	699	8	143

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group — Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
1,535	336,657	3,308	306,220	2,459	220,934	2,076	773,355	4,715	268,713	1,873	303,805	1,596	139,335	6,002	329,451	2,026	55,997	1
25	2,756	50	3,690	34	2,399	31	11,715	88	4,980	32	4,663	23	1,811	60	5,047	20	210	2
11	2,001	44	3,530	27	2,217	26	10,460	45	3,328	12	3,015	13	1,441	41	3,904	14	144	3
14	755	6	160	7	182	5	1,255	43	1,652	20	1,648	10	370	19	1,143	6	66	4
9	375	3	49	1	(D)	2	(D)	17	517	4	211	2	(D)	14	459	2	(D)	5
30	5,563	31	3,091	28	3,238	35	9,187	96	4,881	15	4,519	25	1,817	61	3,351	19	206	6
23	5,170	30	(D)	26	(D)	34	(D)	71	3,850	11	(D)	19	1,533	53	2,558	17	(D)	7
7	393	1	(D)	2	(D)	1	(D)	25	1,031	4	(D)	6	284	8	793	2	(D)	8
2	(D)	8	452	8	525	7	1,737	21	1,358	3	177	3	301	10	(D)	6	32	9
2	(D)	7	(D)	8	525	7	1,737	14	1,099	3	177	3	301	8	405	4	(D)	10
...	...	1	(D)	7	259	2	(D)	2	(D)	11
18	1,177	32	1,561	23	1,905	37	6,851	83	4,807	24	3,284	18	1,590	75	2,548	26	415	12
9	589	7	473	11	993	11	2,503	12	802	6	722	3	480	27	1,040	10	154	13
2	(D)	13	755	7	(D)	15	3,023	30	1,523	7	857	8	576	20	819	3	55	14
4	(D)	6	166	2	(D)	6	845	12	631	4	321	3	274	8	404	6	44	15
3	86	6	167	3	14	5	480	29	1,851	7	1,384	4	260	20	385	7	162	16
71	15,053	253	20,402	161	15,667	108	41,394	197	12,117	93	15,735	75	8,821	384	17,353	111	3,592	17
4	159	7	135	8	534	1	(D)	10	536	3	272	4	258	15	669	2	(D)	18
32	12,597	170	15,106	94	10,931	64	25,839	94	6,075	55	10,379	37	4,660	236	10,838	60	2,121	19
2	(D)	...	(D)	1	(D)	4	(D)	10	577	2	(D)	1	(D)	5	217	2	(D)	20
17	1,550	47	3,877	41	2,956	18	8,816	36	1,912	13	2,583	12	2,038	71	3,335	33	971	21
5	190	18	1,029	10	592	11	2,858	13	1,054	10	1,392	7	493	25	1,208	7	383	22
11	(D)	11	(D)	7	(D)	10	1,121	34	1,963	10	(D)	14	(D)	32	1,086	7	91	23
8	608	4	184	5	159	5	(D)	25	720	3	(D)	4	274	12	1,303	4	24	24
7	295	2	(D)	6	(D)	8	1,116	14	554	5	304	2	(D)	22	312	2	(D)	25
9	196	3	80	1	(D)	9	364	29	1,137	12	512	4	213	8	329	2	(D)	26
8	401	5	179	3	173	8	2,594	28	1,361	7	383	5	379	13	135	5	98	27
3	212	4	(D)	2	(D)	6	(D)	13	656	4	(D)	4	(D)	8	70	2	(D)	28
5	189	1	(D)	1	(D)	2	(D)	15	705	3	(D)	1	(D)	5	65	3	(D)	29
10	635	11	533	10	355	5	667	15	1,221	13	1,430	4	446	25	1,397	4	42	30
9	1,096	13	755	10	1,159	15	3,406	38	2,036	10	913	7	354	32	1,308	5	43	31
6	1,004	13	755	10	1,159	14	(D)	32	1,655	10	913	7	354	27	(D)	4	(D)	32
3	92	1	(D)	6	381	5	(D)	1	(D)	33
217	85,012	1,001	97,709	524	56,859	349	180,922	712	50,959	326	67,640	37	35,647	1,298	66,718	545	16,638	34
14	1,820	89	6,992	36	3,571	8	11,107	20	2,288	19	(D)	24	1,824	79	(D)	18	198	35
10	1,033	16	587	30	2,216	5	265	29	1,986	22	3,670	11	1,051	45	2,064	29	598	36
5	928	13	432	12	726	13	5,045	20	1,138	9	1,920	4	745	23	1,785	4	52	37
111	76,282	410	50,669	338	38,803	286	141,609	417	28,550	179	31,116	23	18,437	760	38,669	390	13,625	38
28	2,380	367	34,879	50	3,541	10	4,335	39	3,993	19	14,558	57	6,825	247	10,720	53	774	39
2	(D)	4	329	2	(D)	3	(D)	7	511	3	(D)	2	(D)	12	427	2	(D)	40
4	(D)	9	309	6	78	3	(D)	14	1,408	1	(D)	8	598	12	336	5	48	41
7	596	20	880	20	5,663	3	(D)	26	1,986	20	2,266	11	1,075	30	(D)	14	206	42
6	162	8	162	4	(D)	12	620	6	451	4	412	3	(D)	2	(D)	43
1	(D)	5	81	3	95	1	(D)	4	251	2	(D)	2	(D)	2	(D)	44
5	324	21	668	9	1,027	5	216	6	490	8	326	3	(D)	13	(D)	6	42	45
3	169	...	(D)	1	(D)	8	376	2	(D)	2	(D)	2	(D)	2	(D)	46
21	982	39	(D)	14	881	11	(D)	110	7,362	38	6,641	30	3,329	70	4,918	18	1,015	47
2	(D)	7	369	4	253	8	1,765	13	466	6	794	2	(D)	24	1,416	2	(D)	48
2	(D)	7	369	4	253	8	1,765	11	(D)	6	794	2	(D)	22	(D)	2	(D)	49
...	2	(D)	2	(D)	50
4	137	2	(D)	5	176	2	(D)	4	346	1	(D)	3	(D)	7	112	2	(D)	51
148	33,297	230	33,662	178	22,837	147	103,276	386	23,395	132	22,982	170	15,180	512	41,009	186	6,722	52
114	31,094	214	32,959	155	21,033	140	98,333	291	17,146	100	(D)	139	11,943	441	36,120	185	(D)	53
4	365	6	306	4	219	1	(D)	11	788	2	(D)	6	493	14	558	54
30	1,838	10	397	19	1,585	6	(D)	84	5,461	30	4,528	25	2,744	57	4,331	1	(D)	55
31	11,893	92	9,766	56	7,637	62	29,048	117	7,852	39	6,668	31	3,852	159	8,819	57	1,303	56
18	10,734	81	9,354	48	6,249	45	27,290	74	4,536	23	3,915	23	2,907	123	7,396	42	826	57
13	1,159	11	412	8	1,388	17	1,758	43	3,316	16	2,753	8	945	36	1,423	15	477	58
1	(D)	1	(D)	3	239	19	675	4	279	3	234	6	(D)	59
5	314	2	(D)	1	(D)	3	382	6	391	10	347	3	149	8	143	5	24	60
5	314	2	(D)	1	(D)	3	382	5	(D)	6	270	2	(D)	7	(D)	3	(D)	61
...	1	(D)	4	77	1	(D)	1	(D)	2	(D)	62
24	2,163	23	1,023	14	1,051	12	3,923	43	1,789	11	3,092	7	629	19	1,150	11	177	63
9	321	6	263	4	(D)	2	(D)	9	491	3	682	2	(D)	3	33	64
5	506	14	695	9	701	5	1,649	22	842	5	625	4	390	14	(D)	9	(D)	65
10	1,336	3	65	1	(D)	5	(D)	12	456	3	1,785	1	(D)	2	(D)	2	(D)	66
1	(D)	2	(D)	1	(D)	2	(D)	8	627	67
5	180	8	371	2	(D)	1	(D)	3	129	68
8	313	6	426	7	455	7	1,462	15	623	4	469	6	250	11	426	3	16	69
3	221	6	426	6	(D)	6	(D)	7	462	3	(D)	5	(D)	9	(D)	3	16	70
5	92	1	(D)	1	(D)	8	161	1	(D)	1	(D)	2	(D)	71

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Hamilton County.....	93	47	4,551	3,743	270	168	131	100	23	1,493	17	199
2	Hardee County.....	133	81	10,211	9,271	625	341	290	143	21	2,281	17	452
3	Wachula.....	93	63	8,225	7,647	602	307	259	94	13	1,766	12	346
4	Remainder of County.....	40	18	1,986	1,624	93	34	31	49	8	515	5	106
5	Hendry County.....	84	52	8,060	7,786	688	274	242	83	14	1,655	20	653
6	Hernando County.....	97	55	6,683	5,849	501	237	207	106	14	1,553	18	338
7	Highlands County.....	227	139	16,396	14,938	1,306	591	526	229	48	4,359	33	779
8	Avon Park.....	77	47	5,892	5,524	459	222	200	73	16	1,779	12	165
9	Sebring.....	116	70	8,516	7,732	701	293	265	122	24	2,189	15	344
10	Remainder of County.....	34	22	1,988	1,682	146	76	61	34	8	391	6	270
11	Hillsborough County.....	3,409	1,957	321,214	297,632	32,522	14,595	12,627	3,592	748	73,703	636	26,245
12	Plant City.....	202	132	18,055	16,469	1,498	716	612	205	47	5,411	31	610
13	Tampa.....	2,987	1,703	290,490	270,608	30,369	13,524	11,728	3,086	626	63,991	550	24,227
14	Remainder of County.....	260	122	12,669	10,555	655	355	287	301	75	4,301	55	1,408
15	Holmes County.....	97	41	4,196	3,210	244	149	118	94	45	1,505	14	183
16	Indian River County.....	221	145	18,660	17,486	1,619	709	612	210	37	4,107	40	1,755
17	Vero Beach.....	149	117	16,271	15,719	1,474	605	559	139	16	3,484	25	1,413
18	Remainder of County.....	72	28	2,389	1,767	145	64	53	71	21	623	15	342
19	Jackson County.....	325	183	22,080	19,218	1,663	849	703	340	105	5,124	43	832
20	Marianna.....	148	94	13,939	12,683	1,144	574	475	144	39	2,837	22	475
21	Remainder of County.....	177	89	9,141	6,535	519	275	228	196	66	2,287	21	357
22	Jefferson County.....	91	49	5,395	4,671	363	191	148	94	29	1,391	3	107
23	Lafayette County.....	41	19	2,112	1,820	102	71	58	45	15	436	1	(0)
24	Lake County.....	592	322	43,128	37,860	3,619	1,532	1,332	635	107	10,862	82	2,626
25	Eustis.....	88	56	7,992	7,618	714	290	256	90	13	2,109	14	446
26	Leesburg.....	181	109	18,058	16,258	1,576	648	600	190	26	3,514	24	857
27	Mount Dora.....	79	45	5,006	4,280	379	172	144	89	12	1,335	11	345
28	Remainder of County.....	244	112	12,072	9,704	950	422	332	266	56	3,904	33	978
29	Lee County.....	494	286	44,653	40,879	4,279	1,641	1,515	513	85	10,451	84	2,874
30	Fort Myers.....	374	222	39,160	36,488	3,954	1,484	1,370	372	58	8,559	51	2,219
31	Remainder of County.....	120	64	5,493	4,391	325	157	145	141	27	1,892	33	655
32	Leon County.....	521	339	58,267	54,903	5,783	2,604	2,293	523	108	11,001	74	3,576
33	Tallahassee.....	490	312	55,663	52,401	5,588	2,496	2,191	493	101	10,603	66	3,188
34	Remainder of County.....	31	27	2,604	2,502	195	108	102	30	7	399	8	358
35	Levy County.....	164	80	8,636	7,244	459	260	230	169	48	1,697	19	517
36	Liberty County.....	21	11	1,448	1,166	76	33	33	22	4	767	1	(0)
37	Madison County.....	147	83	9,016	7,736	709	405	315	143	48	2,208	15	320
38	Madison.....	105	67	7,630	6,846	634	358	276	100	31	1,709	10	176
39	Remainder of County.....	42	16	1,386	890	75	47	39	43	17	499	5	144
40	Manatee County.....	567	349	44,440	40,050	3,697	1,717	1,525	655	114	12,098	101	2,367
41	Bradenton.....	324	202	32,616	30,190	2,867	1,310	1,173	370	52	5,174	46	1,300
42	Palmetto.....	95	57	6,026	4,918	447	205	175	106	22	1,797	14	363
43	Remainder of County.....	148	90	5,798	4,942	363	202	177	179	40	2,127	41	704
44	Marion County.....	532	320	45,312	41,618	4,508	1,989	1,771	533	130	8,777	89	3,857
45	Ocala.....	276	182	32,569	31,139	3,515	1,482	1,336	260	51	5,546	35	1,900
46	Remainder of County.....	256	138	12,743	10,479	993	507	435	273	79	3,231	54	1,957
47	Martin County.....	170	96	10,035	8,779	808	386	336	175	32	3,136	38	1,106
48	Stuart.....	89	59	7,702	7,202	636	282	242	84	8	2,410	23	639
49	Remainder of County.....	81	37	2,333	1,577	172	104	94	91	24	726	15	467
50	Monroe County.....	467	293	33,139	29,105	3,020	1,472	1,260	497	73	8,410	154	6,322
51	Key West.....	317	217	26,742	24,002	2,444	1,196	1,018	329	52	7,200	98	4,436
52	Remainder of County.....	150	76	6,397	5,103	576	276	242	168	21	1,210	56	1,916
53	Nassau County.....	157	103	10,566	9,776	853	426	376	162	16	1,791	38	1,251
54	Fernandina Beach.....	74	50	5,665	5,383	545	228	206	70	8	990	15	327
55	Remainder of County.....	83	53	4,901	4,393	308	193	170	92	8	801	23	924
56	Ocala County.....	322	214	26,148	23,854	2,283	999	883	333	78	5,509	57	2,717
57	Crestview.....	102	64	8,814	7,982	752	320	275	99	23	2,167	16	446
58	Remainder of County.....	220	150	17,334	15,872	1,531	679	608	234	55	3,342	41	2,271
59	Okeechobee County.....	54	32	3,749	3,197	283	111	103	60	11	1,110	9	238
60	Orange County.....	1,896	1,224	213,204	200,842	22,963	9,165	8,030	1,929	324	42,671	316	14,026
61	Orlando.....	1,262	780	163,199	154,399	18,767	7,225	6,392	1,273	193	25,452	208	9,478
62	Winter Garden.....	86	60	7,237	6,687	583	270	222	88	21	2,442	14	316
63	Winter Park.....	178	138	17,528	16,768	1,597	721	605	168	22	5,708	18	1,411
64	Remainder of County.....	370	246	25,330	22,998	2,016	949	811	400	88	9,069	76	2,821
65	Osceola County.....	216	118	12,993	11,263	918	483	405	231	52	3,742	34	1,277
66	Kissimmee.....	114	68	7,932	7,172	614	319	268	125	29	2,550	17	553
67	St. Cloud.....	75	35	3,438	2,756	208	110	85	79	19	1,100	11	239
68	Remainder of County.....	27	15	1,613	1,335	96	54	52	27	4	92	6	485

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

BY COUNTIES: CITIES OF 2500 INHABITANTS OR MORE—Continued

7

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
11	571	2	(D)	4	(D)	4	(D)	13	726	5	518	3	136	10	358	1	(D)	1	
5	819	3	272	3	344	11	2,459	35	881	7	1,065	7	280	18	1,310	6	28	2	
2	(D)	3	272	3	344	9	(D)	21	647	6	(D)	4	242	14	(D)	6	28	3	
3	(D)	2	(D)	14	234	1	(D)	3	38	4	(D)	4	
4	417	2	(D)	4	186	8	1,875	11	940	5	1,704	5	190	2	(D)	9	163	5	
5	314	...	(D)	1	(D)	7	1,949	28	1,322	4	450	5	221	13	412	2	(D)	6	
8	487	15	767	16	969	19	4,074	31	1,729	12	1,472	7	492	31	1,146	7	122	7	
3	195	2	(D)	6	398	3	(D)	12	665	7	(D)	1	(D)	12	476	3	(D)	8	
3	(D)	11	538	10	571	14	2,521	11	647	4	761	5	(D)	16	559	3	42	9	
2	(D)	2	(D)	2	(D)	8	417	1	(D)	1	(D)	3	111	1	(D)	10	
115	36,413	170	17,654	208	16,480	173	64,279	378	18,940	169	19,081	128	12,157	470	29,706	214	6,547	11	
5	1,020	16	(D)	16	1,122	13	(D)	27	1,285	14	1,552	7	(D)	21	1,961	5	64	12	
96	34,373	153	16,382	187	15,175	158	60,853	310	16,513	143	17,141	119	11,472	413	24,216	192	6,147	13	
14	1,020	1	(D)	5	192	2	(D)	41	1,142	12	388	2	(D)	36	3,529	17	336	14	
3	274	7	326	4	150	5	(D)	7	266	2	(D)	2	(D)	6	48	2	(D)	15	
9	734	19	817	19	968	11	2,924	31	1,823	13	1,814	9	677	28	2,740	5	301	16	
3	568	17	(D)	15	942	11	2,924	21	1,445	10	1,774	7	(D)	21	2,247	3	(D)	17	
6	166	2	(D)	4	26	10	378	3	40	2	(D)	7	493	2	(D)	18	
29	2,931	13	1,002	14	945	20	5,249	44	1,583	17	2,548	7	533	21	1,209	12	124	19	
6	1,137	10	831	8	762	13	4,133	14	584	11	1,702	4	(D)	16	(D)	5	31	20	
23	1,794	3	171	6	183	7	1,116	30	999	6	846	3	(D)	5	(D)	7	93	21	
12	435	6	262	5	447	4	1,129	15	650	4	714	2	(D)	7	(D)	4	16	22	
2	(D)	1	(D)	1	(D)	2	(D)	3	185	2	(D)	2	(D)	12	420	23	
31	2,434	38	1,906	27	1,663	39	8,835	89	3,449	23	3,874	18	1,413	115	5,793	23	273	24	
4	(D)	6	410	6	450	8	2,347	10	354	4	505	4	352	17	828	2	(D)	25	
10	1,121	12	875	7	634	21	5,253	22	869	8	1,575	4	470	39	2,816	8	74	26	
1	(D)	10	415	1	(D)	17	475	4	(D)	2	(D)	17	1,183	4	101	27	
16	1,063	10	206	14	579	9	(D)	40	1,751	7	(D)	8	(D)	42	966	9	(D)	28	
25	4,989	33	2,320	28	2,023	28	7,869	58	2,917	33	5,437	20	1,537	83	3,749	17	487	29	
17	3,947	28	2,210	26	(D)	23	7,722	45	2,429	24	4,997	16	1,271	70	3,347	16	(D)	30	
8	1,042	5	110	2	(D)	5	147	13	488	9	440	4	266	13	402	1	(D)	31	
16	3,917	59	5,727	26	2,540	32	9,971	74	5,578	31	8,844	12	1,255	63	5,288	26	570	32	
13	3,767	59	5,727	25	(D)	32	9,971	68	4,928	29	(D)	12	1,255	61	(D)	24	(D)	33	
3	150	1	(D)	6	650	2	(D)	2	(D)	2	(D)	34	
12	546	5	157	11	497	6	2,432	23	1,556	8	387	10	218	11	533	11	96	35	
3	98	1	(D)	5	199	1	(D)	4	321	2	(D)	36	
9	458	13	673	8	644	5	1,585	15	534	11	1,653	3	197	9	446	11	298	37	
6	(D)	10	611	7	(D)	5	1,585	10	322	8	1,527	3	197	9	446	6	(D)	38	
3	(D)	3	62	1	(D)	5	212	3	126	5	(D)	39	
27	3,153	36	2,729	38	2,760	37	9,127	56	2,910	36	4,621	27	1,418	70	2,930	25	327	40	
13	2,653	32	2,603	28	2,390	27	8,100	37	1,907	17	2,789	14	982	38	1,495	20	223	41	
7	204	1	(D)	5	(D)	5	552	8	443	13	1,273	3	(D)	15	892	2	(D)	42	
7	296	3	(D)	5	(D)	5	475	11	560	6	559	10	(D)	17	543	3	(D)	43	
30	2,646	36	3,129	23	1,869	23	7,885	83	4,009	26	6,484	14	1,165	62	4,848	16	643	44	
11	1,512	31	2,852	17	(D)	19	6,959	44	2,073	14	5,407	9	949	34	3,861	11	(D)	45	
19	1,134	5	277	6	(D)	4	926	39	1,936	12	1,077	5	216	28	987	5	(D)	46	
4	171	8	362	7	248	11	1,879	31	1,019	14	1,093	6	675	15	321	4	26	47	
3	(D)	7	(D)	5	(D)	10	(D)	12	590	5	602	3	623	11	263	2	(D)	48	
1	(D)	1	(D)	2	(D)	1	(D)	19	429	9	491	3	52	4	58	2	(D)	49	
15	1,903	35	2,677	25	1,532	26	4,262	35	2,841	17	1,885	16	1,227	60	1,703	11	377	50	
9	1,709	33	(D)	20	1,387	19	4,034	15	1,525	18	1,415	12	708	36	(D)	11	377	51	
6	194	2	(D)	5	145	7	228	20	1,316	5	470	4	519	24	(D)	52	
11	1,022	6	225	4	279	7	1,965	35	2,260	56	911	5	167	26	677	3	18	53	
7	707	6	225	4	279	6	(D)	6	385	4	(D)	3	(D)	14	203	1	(D)	54	
4	315	1	(D)	29	1,875	2	(D)	2	(D)	12	474	2	(D)	55	
18	1,608	24	1,233	17	1,315	25	7,670	42	2,373	16	1,876	7	724	33	908	5	215	56	
3	461	8	506	9	691	11	2,685	13	670	5	669	3	291	9	(D)	2	(D)	57	
15	1,147	16	727	8	624	14	4,985	29	1,703	11	1,207	4	433	24	(D)	3	(D)	58	
2	(D)	2	(D)	4	291	5	1,016	5	382	5	52	1	(D)	8	396	2	(D)	59	
70	19,857	143	24,046	132	11,609	122	39,450	237	15,354	100	18,376	73	6,347	290	16,042	89	5,516	60	
48	18,784	116	23,031	100	9,909	93	35,972	123	6,892	64	12,240	53	4,490	206	12,072	58	4,879	61	
4	245	5	228	2	(D)	4	(D)	10	629	4	531	3	263	11	518	9	307	62	
6	273	14	569	17	1,079	3	343	49	4,708	11	1,146	6	851	24	1,302	8	138	63	
12	555	8	218	13	(D)	22	(D)	55	3,125	21	4,459	11	743	49	2,150	15	192	64	
8	440	14	827	9	1,052	13	2,071	35	1,461	11	556	6	397	28	1,045	6	115	65	
2	(D)	12	(D)	4	815	8	1,032	17	701	4	(D)	3	(D)	15	575	3	61	66	
4	80	2	(D)	5	237	5	1,039	9	240	5	201	3	(D)	10	98	2	(D)	67	
2	(D)	0	520	2	(D)	3	372	1	(D)	68	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (unin- corporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Palm Beach County.....	2,122	1,388	198,133	185,267	21,670	8,480	7,515	2,078	259	42,257	433	17,950
2	Belle Glade.....	116	80	10,945	10,121	941	385	341	119	23	2,638	12	397
3	Boynton Beach.....	60	33	4,263	3,943	391	163	147	58	10	1,059	14	555
4	Delray Beach.....	187	131	17,944	17,176	1,692	568	524	177	21	4,235	34	1,806
5	Lake Worth.....	249	147	15,680	14,142	1,418	627	516	276	33	6,304	49	1,468
6	Pahokee.....	79	35	5,560	4,722	438	149	134	73	15	724	9	210
7	Palm Beach.....	246	166	18,242	16,942	2,793	881	831	223	20	1,685	39	2,187
8	Riviera Beach.....	113	65	7,200	6,186	661	299	266	119	13	2,506	30	1,287
9	West Palm Beach.....	821	553	105,146	100,522	11,918	4,710	4,191	787	73	20,349	173	7,119
10	Remainder of County.....	251	173	13,147	11,513	1,418	698	565	245	51	2,757	73	2,790
11	Pasco County.....	327	177	20,064	17,658	1,671	803	646	352	65	5,298	73	1,642
12	Dade City.....	107	73	11,513	10,791	1,102	474	395	127	15	2,856	24	576
13	Remainder of County.....	220	104	8,551	6,867	569	329	251	225	50	2,442	49	1,066
14	Pinellas County.....	2,794	1,760	286,731	270,063	30,304	13,254	11,643	3,039	441	55,942	606	25,379
15	Clearwater.....	495	307	53,344	50,578	5,234	2,098	1,932	513	78	11,339	78	3,771
16	Dunedin.....	57	33	4,922	4,500	300	129	115	67	8	1,236	5	201
17	Gulfport.....	37	25	1,042	918	79	38	31	42	7	373	12	250
18	Pinellas Park.....	40	24	1,548	1,296	95	54	45	60	4	278	10	305
19	St. Petersburg.....	1,622	1,024	197,501	187,505	21,959	9,700	8,445	1,741	236	33,723	347	15,069
20	Tarpon Springs.....	109	67	6,438	5,806	528	256	214	119	16	1,921	23	505
21	Remainder of County.....	434	280	21,896	19,460	2,109	979	861	497	92	7,072	128	5,278
22	Polk County.....	1,600	1,024	143,079	131,677	13,420	5,999	5,104	1,666	353	38,097	238	7,596
23	Auburndale.....	66	46	4,287	3,881	314	170	136	70	11	1,604	11	241
24	Bartow.....	141	95	14,334	13,380	1,249	554	487	149	28	4,556	23	552
25	Fort Meade.....	54	30	2,861	2,329	171	75	61	61	11	847	8	118
26	Haines City.....	109	55	7,611	6,817	532	270	220	121	34	2,623	12	395
27	Lake Wales.....	125	85	11,264	10,594	1,100	406	345	130	29	3,096	17	402
28	Lakeland.....	563	351	58,130	53,806	5,662	2,608	2,201	570	110	13,726	68	2,366
29	Winter Haven.....	249	169	26,118	24,554	2,620	1,072	919	256	41	6,070	35	1,546
30	Remainder of County.....	293	193	18,474	16,316	1,772	844	735	309	89	5,575	61	1,976
31	Putnam County.....	315	185	24,079	21,555	1,876	875	742	314	78	5,641	59	1,502
32	Palatka.....	205	139	19,846	18,528	1,632	733	630	188	47	4,060	35	900
33	Remainder of County.....	110	46	4,233	3,027	244	142	112	126	31	1,581	24	602
34	St. Johns County.....	427	243	25,441	22,457	2,056	984	889	462	77	5,950	101	3,050
35	St. Augustine.....	344	192	21,863	19,347	1,826	865	784	377	55	4,940	81	2,295
36	Remainder of County.....	83	51	3,578	3,110	230	119	105	85	22	1,010	20	755
37	St. Lucie County.....	358	216	30,708	28,186	2,998	1,311	1,129	361	73	7,806	59	2,202
38	Fort Pierce.....	333	193	29,444	(D)	2,794	1,201	1,033	331	68	7,623	53	1,966
39	Remainder of County.....	25	23	1,264	(D)	204	110	96	30	5	183	6	236
40	Santa Rosa County.....	160	70	9,043	7,295	614	310	272	175	57	3,105	21	842
41	Sarasota County.....	696	446	62,042	58,134	6,243	2,569	2,304	741	95	13,940	474	6,347
42	Sarasota.....	523	339	52,728	49,894	5,372	2,175	1,974	548	67	11,573	95	4,754
43	Remainder of County.....	173	107	9,314	8,240	871	394	330	193	28	2,367	48	1,593
44	Seminole County.....	336	170	23,466	20,698	1,969	977	833	360	95	6,720	52	1,148
45	Sanford.....	231	123	18,693	16,797	1,629	734	613	241	61	5,630	28	701
46	Remainder of County.....	105	47	4,773	3,901	340	243	220	119	34	1,090	24	447
47	Sumter County.....	138	66	7,576	6,262	451	225	190	147	29	1,914	23	409
48	Suwannee County.....	172	102	12,317	10,983	901	492	432	174	44	2,491	22	394
49	Live Oak.....	131	79	10,533	9,637	792	423	375	125	33	1,887	17	302
50	Remainder of County.....	41	23	1,784	1,346	109	69	57	49	11	404	5	82
51	Taylor County.....	155	95	11,834	10,862	849	467	371	154	45	3,481	29	1,252
52	Perry.....	109	67	8,891	8,185	657	356	270	108	34	2,438	12	897
53	Remainder of County.....	46	28	2,943	2,677	192	111	101	46	11	1,043	17	355
54	Union County.....	46	22	2,220	1,490	115	58	49	46	9	674	5	82
55	Volusia County.....	1,436	862	107,043	97,523	10,973	4,604	4,022	1,478	254	22,208	312	12,774
56	Daytona Beach.....	688	454	62,686	58,748	7,394	2,970	2,617	663	99	10,982	143	7,498
57	De Land.....	193	119	16,239	15,127	1,458	647	535	200	36	4,091	28	777
58	Holly Hill.....	62	26	3,043	2,491	216	108	89	65	14	256	10	529
59	New Smyrna Beach.....	157	89	9,608	8,630	784	353	323	165	27	2,559	34	992
60	Ormond.....	63	41	4,224	3,922	304	124	104	72	4	979	16	408
61	Remainder of County.....	273	133	11,243	8,605	817	402	354	313	74	3,342	81	2,580
62	Wakulla County.....	50	14	1,283	807	54	35	31	51	26	639	7	164
63	Walton County.....	143	69	10,576	9,522	804	340	296	142	41	1,935	36	597
64	De Funiak Springs.....	87	53	8,650	8,250	734	291	258	79	19	1,222	21	300
65	Remainder of County.....	56	16	1,926	1,272	70	49	38	63	22	713	15	297
66	Washington County.....	94	52	4,398	3,452	258	160	122	108	28	1,204	12	159
67	Chipley.....	81	43	3,716	2,830	224	141	103	92	24	1,014	9	(D)
68	Remainder of County.....	13	9	682	622	34	19	19	16	4	186	3	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Kind-of-business group—Continued

Kind-of-business group - Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
69	9,789	208	20,667	169	15,560	102	35,813	226	12,298	97	12,566	79	6,547	379	22,274	101	2,412	1	
14	524	7	414	7	550	6	2,339	9	866	9	962	6	357	18	1,674	5	224	2	
2	(D)	3	29	7	46	6	365	5	(D)	2	(D)	9	663	2	(D)	3	
3	273	28	1,610	20	813	13	5,099	14	942	5	1,472	6	610	34	9070	9	115	4	
7	265	26	1,193	18	1,046	5	(D)	24	1,061	11	1,016	10	725	47	1,439	19	(D)	5	
5	127	2	(D)	3	(D)	5	898	14	443	4	149	5	122	9	1,871	8	648	6	
3	164	69	6,931	29	2,590	3	2 ^R	7	328	1	(D)	3	(D)	61	3,685	11	186	7	
2	(D)	5	(D)	7	383	4	190	11	742	5	439	4	442	26	802	6	26	8	
26	7,493	65	10,072	73	9,564	64	26,183	92	4,902	44	6,530	34	3,489	140	8,499	37	946	9	
7	639	3	124	5	(D)	2	(D)	49	2,649	13	621	9	430	35	2,671	4	30	10	
9	385	6	(D)	18	1,963	17	2,953	57	2,043	17	1,791	8	641	48	1,339	9	(D)	11	
6	228	4	647	8	(D)	7	1,899	19	729	8	1,031	4	363	11	429	1	(D)	12	
3	157	2	(D)	10	(D)	10	1,054	38	1,314	9	760	4	278	37	910	8	64	13	
77	47,416	216	15,302	174	12,030	133	48,108	287	16,851	125	29,561	118	9,780	461	24,164	156	2,198	14	
15	3,433	49	2,974	45	3,036	26	13,554	51	2,647	27	7,097	18	1,977	83	3,378	25	338	15	
2	(D)	3	112	9	151	2	(D)	7	319	1	(D)	4	266	12	(D)	4	36	16	
3	18	2	(D)	4	244	1	(D)	4	24	4	19	17	
1	(D)	2	(D)	1	(D)	6	252	3	(D)	3	(D)	7	60	18	
40	42,772	139	11,232	92	7,437	89	32,206	164	10,359	72	20,208	78	6,393	268	16,627	97	1,475	19	
6	526	5	202	3	132	5	1,183	11	458	4	534	29	772	7	205	20	
10	506	20	782	21	1,094	10	598	44	2,572	17	1,204	14	1,120	62	1,586	16	84	21	
68	8,982	117	8,784	108	8,647	99	28,804	204	11,426	81	12,356	57	4,549	210	11,894	65	1,944	22	
3	208	3	84	5	280	2	(D)	8	340	5	785	3	(D)	11	336	4	50	23	
6	529	10	598	7	804	16	3,399	13	1,777	10	1,486	4	419	21	786	3	28	24	
3	145	1	(D)	5	185	2	(D)	15	502	7	324	2	(D)	25	
4	190	3	(D)	5	166	7	1,236	16	936	3	417	3	301	21	1,084	1	(D)	26	
9	367	12	538	10	414	12	3,177	10	834	10	1,145	3	(D)	16	600	3	(D)	27	
26	6,096	54	4,724	39	3,444	34	13,722	60	3,240	28	4,142	22	1,730	88	3,631	34	1,109	28	
4	767	26	2,215	32	2,021	19	6,039	29	1,550	12	3,014	11	754	29	1,775	11	367	29	
13	680	8	379	7	1,333	7	572	53	2,847	10	1,043	9	371	24	3,482	9	216	30	
9	1,326	17	1,066	21	1,274	22	4,858	39	1,727	10	1,012	13	1,317	42	4,205	5	151	31	
7	(D)	15	(D)	17	1,194	19	(D)	22	1,299	8	(D)	10	(D)	22	3,744	3	(D)	32	
2	(D)	2	(D)	4	80	3	(D)	17	428	2	(D)	3	(D)	20	461	2	(D)	33	
15	784	25	1,395	23	1,153	18	5,607	49	2,709	18	1,576	13	1,150	66	1,861	22	206	34	
8	663	23	(D)	23	1,153	16	(D)	42	2,394	13	1,285	12	(D)	55	1,586	16	166	35	
7	121	2	(D)	2	(D)	7	315	5	291	1	(D)	11	293	6	40	36	
11	1,492	28	1,806	25	1,738	26	7,931	37	1,810	13	2,420	11	921	52	2,438	23	144	37	
11	1,492	28	1,806	25	1,738	25	(D)	36	(D)	10	2,174	11	921	44	1,953	22	(D)	38	
...	1	(D)	1	(D)	3	246	8	485	1	(D)	39	
3	143	6	416	6	598	10	1,585	34	1,041	8	532	3	198	12	583	40	
19	2,513	66	4,526	52	4,306	32	12,110	68	3,641	41	6,934	29	2,504	114	4,813	37	408	41	
13	2,381	56	4,284	41	3,961	28	11,278	51	2,916	28	5,030	19	2,004	96	4,214	29	333	42	
6	132	10	242	11	345	4	832	17	725	13	1,904	10	500	18	599	8	75	43	
10	1,307	14	996	30	1,334	17	4,376	31	1,847	21	1,246	8	926	43	3,427	15	139	44	
9	(D)	14	996	19	1,165	16	(D)	22	1,327	16	(D)	5	(D)	30	(D)	11	103	45	
1	(D)	11	169	1	(D)	9	520	5	(D)	3	(D)	13	(D)	4	36	46	
10	593	4	89	4	113	7	970	22	779	10	408	8	267	16	2,001	5	33	47	
13	713	10	686	5	375	8	2,565	27	1,095	15	1,805	5	363	20	1,992	3	48	48	
3	575	9	(D)	3	(D)	8	2,565	23	935	11	(D)	4	(D)	10	1,474	3	48	49	
10	138	1	(D)	2	(D)	4	160	4	(D)	1	(D)	10	518	50	
10	575	6	310	3	238	7	2,130	26	1,899	8	586	6	268	13	(D)	2	(D)	51	
5	220	6	310	3	238	7	2,130	19	1,433	7	(D)	5	(D)	9	608	2	(D)	52	
5	355	7	466	1	(D)	1	(D)	4	(D)	53	
8	395	2	(D)	1	(D)	13	440	2	(D)	2	(D)	4	152	54	
46	9,506	103	7,002	93	6,582	60	17,227	166	8,787	60	8,287	68	5,067	229	8,661	45	942	55	
7	7,553	73	5,462	46	3,959	32	10,941	60	3,936	27	4,264	32	2,936	133	4,730	24	453	56	
7	1,137	11	742	20	1,576	13	3,643	24	1,244	9	1,248	7	554	36	(D)	2	(D)	57	
...	1	(D)	4	(D)	11	745	2	(D)	5	138	6	636	9	146	58	
5	372	7	214	14	659	9	1,805	19	634	14	1,302	6	465	19	545	3	61	59	
4	38	6	199	3	(D)	9	564	2	(D)	5	464	12	533	2	(D)	60	
11	424	6	385	9	243	2	(D)	43	1,664	6	486	13	510	23	(D)	5	258	61	
5	187	4	161	4	90	2	(D)	2	(D)	62	
12	1,157	4	262	3	404	5	3,205	19	1,075	3	1,172	2	(D)	12	612	6	(D)	63	
4	490	4	262	3	406	5	3,205	12	848	3	1,172	2	(D)	12	612	2	(D)	64	
8	667	7	227	4	22	65	
5	398	9	377	5	238	4	382	12	(D)	4	363	2	(D)	13	539	66	
3	(D)	8	(D)	5	238	4	382	9	468	4	363	2	(D)	13	539	67	
2	(D)	1	(D)	3	(D)	68	

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PART OF 0000

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| Retail Trade
<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | Wholesale Trade
<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
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ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

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1954 Census of Business

RETAIL TRADE

November 1955

Series: PR-1-11

GEORGIA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
GEORGIA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)
Total.....	32,392	19,568	2,953,926	2,712,142	35,614	21,175	2,103,173	1,946,308
Food stores.....	9,378	3,678	675,517	564,653	13,348	4,877	471,606	382,908
Eating, drinking places.....	3,618	2,490	139,870	125,080	5,256	3,257	107,864	98,254
General merchandise group.....	2,224	1,458	353,539	338,455	2,245	1,506	283,443	271,453
Apparel, accessories stores.....	1,914	1,668	171,419	167,619	1,562	1,339	143,679	140,710
Furniture, home furnishings, appliance dealers.....	1,671	1,329	141,922	135,146	1,518	1,276	109,570	106,424
Automotive group.....	1,927	1,495	574,136	560,426	1,760	1,577	380,511	371,849
Gasoline service stations.....	4,113	2,629	222,455	190,115	4,148	2,654	120,295	105,446
Lumber, bldg. mtl., hardware, farm equipment dealers..	1,373	1,131	202,673	195,499	1,388	1,232	156,246	152,788
Drug stores, proprietary stores.....	1,171	1,025	96,720	93,106	1,093	974	69,417	67,698
Other retail stores.....	3,857	2,441	274,027	250,625	3,222	2,415	191,065	179,362
Nonstore retailers.....	1,146	224	101,648	91,418	74	68	69,477	69,416

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		(Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
	Georgia, total.....	32,392	19,568	2,953,926	2,712,142	288,293	131,326	110,315	32,358	9,378	675,517	3,618	139,870
1	Appling County.....	87	57	7,875	7,279	619	289	221	94	30	1,485	5	130
2	Barley.....	78	52	7,608	7,080	610	283	216	86	24	1,342	4	(D)
3	Remainder of County.....	9	5	267	199	9	6	5	8	6	143	1	(D)
4	Atkinson County.....	77	33	2,513	1,523	114	75	60	73	14	738	8	104
5	Bacon County.....	81	47	6,321	5,649	380	195	158	89	19	1,466	9	231
6	Albany.....	71	41	6,018	5,392	366	187	152	78	19	1,466	6	177
7	Remainder of County.....	10	6	303	257	14	8	6	11	3	54
8	Baker County.....	21	9	809	575	34	23	14	21	6	287	1	(D)
9	Baldwin County.....	180	112	12,908	11,512	1,102	570	471	188	62	3,717	18	567
10	Milledgeville.....	158	96	12,029	10,799	1,058	539	449	163	52	3,436	16	(D)
11	Remainder of County.....	22	16	879	713	44	31	22	25	10	281	2	(D)
12	Banks County.....	31	1	466	(D)	(D)	(D)	(D)	(D)	22	342
13	Barrow County.....	178	88	10,512	8,864	830	431	335	176	63	2,588	13	208
14	Winder.....	132	76	8,942	7,780	689	375	280	127	39	2,156	12	(D)
15	Remainder of County.....	46	12	1,570	1,084	141	56	55	49	24	432	1	(D)
16	Bartow County.....	246	134	15,051	12,761	1,286	714	535	242	91	4,482	26	865
17	Cartersville.....	158	94	11,687	10,533	1,066	562	424	158	53	3,143	15	463
18	Remainder of County.....	88	40	3,364	2,228	220	152	111	88	38	1,339	11	402
19	Ben Hill County.....	148	104	11,791	10,991	1,044	518	422	148	47	2,655	17	340
20	Fitzgerald.....	135	97	11,167	10,451	992	493	404	135	40	2,417	17	340
21	Remainder of County.....	13	7	624	540	52	25	18	12	7	238
22	Berrien County.....	118	68	12,618	11,098	729	398	315	128	32	5,616	10	307
23	Nashville.....	84	56	11,183	10,207	664	363	285	91	18	(D)	7	267
24	Remainder of County.....	34	12	1,435	891	65	35	30	37	14	(D)	3	40
25	Bibb County.....	1,109	789	125,190	120,230	14,031	6,505	5,516	1,037	315	28,125	159	6,825
26	Macon.....	1,016	710	119,370	114,650	13,474	6,195	5,241	944	280	26,345	139	5,874
27	Remainder of County.....	93	79	5,820	5,580	557	310	275	93	35	1,780	20	951
28	Bleckley County.....	76	52	5,162	4,812	393	222	151	79	17	1,317	9	129
29	Cochran.....	75	51	(D)	(D)	(D)	(D)	(D)	(D)	17	1,317	9	129
30	Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)
31	Brantley County.....	61	21	2,136	1,298	99	68	58	61	28	864	9	257
32	Brooks County.....	173	83	9,663	8,091	647	357	263	186	56	2,272	17	331
33	Quitman.....	134	76	8,488	7,666	625	345	251	138	39	1,817	15	(D)
34	Remainder of County.....	39	7	1,175	425	22	12	12	48	17	455	2	(D)
35	Bryan County.....	68	26	3,154	2,334	146	101	87	71	29	963	5	200
36	Bulloch County.....	239	127	14,724	13,030	1,377	679	587	253	76	3,174	15	1,001
37	Statesboro.....	160	94	11,719	10,651	1,189	559	477	177	45	2,411	11	594
38	Remainder of County.....	79	33	3,005	2,379	188	120	110	76	31	763	4	407
39	Burke County.....	166	84	9,164	7,754	731	374	306	171	58	2,289	7	216
40	Waynesboro.....	88	56	6,211	5,817	589	285	235	90	26	1,439	3	111
41	Remainder of County.....	78	28	2,953	1,937	142	89	71	81	32	850	4	105
42	Butts County.....	87	55	5,233	4,671	405	224	190	84	22	1,568	8	163
43	Calhoun County.....	85	41	3,662	2,598	249	156	124	77	23	657	3	20
44	Camden County.....	76	48	4,644	3,830	294	156	133	68	17	1,056	5	262
45	Candler County.....	86	52	6,325	5,725	438	199	159	84	40	1,351	3	81
46	Carroll County.....	362	198	22,292	19,062	1,547	815	652	380	95	4,604	29	568
47	Carrollton.....	203	123	15,118	13,606	1,174	588	481	210	50	2,950	21	454
48	Remainder of County.....	159	75	7,174	5,456	373	227	171	170	45	1,654	8	114
49	Catoosa County.....	118	50	5,635	3,877	248	135	109	130	39	1,725	13	311
50	Charlton County.....	53	37	3,804	3,394	306	182	160	71	12	793	11	524
51	Chatham County.....	1,521	1,017	154,137	145,479	17,701	8,058	7,165	1,510	436	35,742	225	10,799
52	Savannah.....	1,391	921	146,146	138,068	16,990	7,647	6,805	1,381	402	33,004	193	9,617
53	Remainder of County.....	130	96	7,991	7,411	711	411	360	129	34	2,738	32	1,182
54	Chattahoochee County.....	21	3	1,025	703	69	31	31	22	4	122
55	Chattooga County.....	159	85	11,236	9,578	815	413	337	184	44	2,340	10	218
56	Summerville.....	98	52	7,440	6,308	531	259	210	114	24	1,752	6	158
57	Trion.....	17	5	2,178	(D)	(D)	(D)	(D)	(D)	6	98
58	Remainder of County.....	44	28	1,618	(D)	(D)	(D)	(D)	(D)	14	450	4	60
59	Cherokee County.....	202	94	16,364	14,188	881	423	344	218	64	3,009	11	359
60	Canton.....	100	52	9,521	8,697	534	245	208	103	30	1,519	8	(D)
61	Remainder of County.....	102	42	6,843	5,491	347	178	136	115	34	1,490	3	(D)
62	Clarke County.....	406	262	41,323	39,197	4,520	2,173	1,837	368	97	8,157	53	2,590
63	Athens.....	365	235	39,323	37,475	4,333	2,053	1,728	328	86	7,750	45	2,434
64	Remainder of County.....	41	27	2,000	1,722	187	120	109	40	11	407	8	164

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
2,224	353,539	1,914	171,419	1,671	141,922	1,927	574,136	4,113	222,455	1,373	202,673	1,171	96,720	3,857	274,027	1,146	101,648	1
6	487	4	238	3	198	4	2,647	11	751	8	691	4	258	12	1,000	2
5	(D)	4	238	3	198	4	2,647	10	(D)	8	691	4	258	12	1,000	3
1	(D)	1	(D)	4
10	278	1	(D)	3	(D)	22	445	4	223	2	(D)	10	456	3	19	5
5	310	1	(D)	8	225	4	1,983	10	519	3	420	3	286	15	(D)	4	40	6
5	310	1	(D)	8	225	4	1,983	7	463	2	(D)	3	286	12	638	4	40	7
...	3	56	1	(D)	3	(D)	8
3	69	3	(D)	1	(D)	5	360	2	(D)	9
17	1,696	9	489	9	449	18	2,714	15	1,116	7	828	5	479	18	(D)	2	(D)	10
11	1,438	9	489	9	449	17	(D)	13	(D)	7	828	5	479	17	707	2	(D)	11
6	258	1	(D)	2	(D)	1	(D)	12
2	(D)	1	(D)	2	(D)	4	22	13
12	1,079	6	258	14	724	12	2,180	23	650	12	(D)	5	307	16	1,389	2	(D)	14
7	940	6	258	10	690	12	2,180	18	573	5	234	5	307	16	1,389	2	(D)	15
5	139	4	34	5	77	7	(D)	16
23	1,404	16	920	12	865	9	2,788	27	986	7	1,035	10	543	23	(D)	2	(D)	17
10	807	15	(D)	11	(D)	7	(D)	18	747	5	(D)	5	451	19	990	18
13	597	1	(D)	1	(D)	2	(D)	9	239	2	(D)	5	92	4	(D)	2	(D)	19
9	823	8	547	4	364	8	2,448	21	1,207	9	1,619	4	284	19	(D)	2	(D)	20
9	823	7	(D)	4	364	7	(D)	20	(D)	8	(D)	4	284	17	1,430	2	(D)	21
...	...	1	(D)	1	(D)	1	(D)	1	(D)	2	(D)	22
3	219	5	236	5	175	8	1,413	28	1,277	7	935	3	(D)	17	2,068	...	(D)	23
2	(D)	5	236	5	175	8	1,413	18	823	7	935	3	246	11	1,714	...	(D)	24
1	(D)	10	454	(D)	6	354	25
44	18,065	67	10,051	43	5,747	56	22,877	133	8,754	37	7,148	39	4,429	161	11,484	55	1,685	26
41	17,969	67	10,051	42	5,747	53	(D)	115	7,729	33	6,278	35	(D)	156	11,337	55	1,685	27
3	96	1	(D)	3	(D)	18	1,025	4	870	4	(D)	5	147	28
6	367	5	211	3	166	8	1,212	6	725	8	457	3	201	11	377	29
6	367	5	211	3	166	8	1,212	5	(D)	8	457	3	201	11	377	30
...	1	(D)	31
3	(D)	2	(D)	14	509	1	(D)	2	(D)	2	(D)	32
21	851	6	437	3	307	13	2,920	10	431	11	1,132	4	271	24	642	8	69	33
15	689	6	437	3	307	12	(D)	8	(D)	9	(D)	3	(D)	20	379	4	47	34
6	162	1	(D)	2	(D)	2	(D)	1	(D)	4	263	4	22	35
4	141	3	773	11	758	4	63	3	46	8	(D)	1	(D)	36
20	1,267	11	586	18	691	14	2,324	32	1,919	13	1,394	11	525	18	1,475	11	368	37
10	1,038	8	546	17	(D)	13	(D)	16	1,329	11	(D)	6	452	14	(D)	9	(D)	38
10	229	3	40	1	(D)	1	(D)	16	590	2	(D)	5	73	4	(D)	2	(D)	39
24	938	10	607	8	568	9	1,873	17	604	8	895	5	(D)	18	938	2	(D)	40
7	240	7	478	5	(D)	7	(D)	10	508	7	(D)	3	153	11	748	2	(D)	41
17	698	3	129	3	(D)	2	(D)	7	96	1	(D)	2	(D)	7	190	42
15	788	2	(D)	5	177	7	1,220	9	510	7	428	2	(D)	8	377	2	(D)	43
10	438	2	(D)	3	114	4	681	10	326	9	760	7	249	6	(D)	8	146	44
15	717	3	60	3	(D)	6	725	14	493	3	486	3	175	7	(D)	45
4	109	3	332	3	92	4	1,760	5	231	10	1,072	3	161	11	1,136	46
37	2,884	24	1,637	26	1,306	30	5,616	41	1,423	16	1,961	11	661	38	1,446	15	186	47
10	977	15	1,352	13	993	19	4,325	23	846	12	1,605	8	455	25	1,083	7	76	48
27	1,907	9	285	13	313	11	1,291	18	575	4	356	3	206	13	363	8	110	49
7	291	2	(D)	8	176	3	1,149	21	772	5	295	6	303	6	(D)	8	92	50
2	(D)	3	231	4	160	5	852	9	577	3	212	2	(D)	2	(D)	51
30	17,455	102	13,779	72	9,335	54	28,269	191	11,532	35	6,796	63	4,906	237	13,362	56	2,162	52
46	(D)	102	13,779	69	9,035	51	(D)	168	9,926	30	6,482	56	4,541	222	12,426	52	2,093	53
4	(D)	3	300	3	(D)	23	1,606	5	314	7	365	15	936	4	69	54
8	120	1	(D)	4	72	4	(D)	55
12	(D)	8	658	6	213	23	2,801	23	1,142	11	601	5	355	15	735	2	(D)	56
3	(D)	8	658	6	(D)	20	2,717	12	592	5	362	2	(D)	14	(D)	57
1	(D)	3	84	3	89	2	(D)	2	(D)	58
8	129	2	(D)	8	461	4	(D)	3	(D)	1	(D)	59
29	1,297	7	119	10	462	9	2,033	16	637	8	271	4	311	35	7,708	9	158	60
13	564	5	(D)	4	225	5	1,569	4	368	5	237	4	311	18	4,474	4	28	61
16	733	2	(D)	6	243	8	464	12	269	3	34	17	3,234	5	130	62
10	3,945	36	2,393	25	2,317	34	8,677	49	3,562	14	2,647	13	1,513	56	4,880	19	234	63
9	(D)	36	2,393	25	2,317	32	(D)	33	3,076	12	(D)	13	1,513	49	4,631	19	234	64
1	(D)	2	(D)	10	686	2	(D)	7	249	65

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales.

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Clay County.....	51	27	1,929	1,573	130	83	76	44	10	254	1	(D)
2	Clayton County.....	170	89	8,165	6,819	611	296	256	178	66	3,519	21	536
3	College Park (part) ¹	18	4	521	297	23	9	9	20	14	274
4	Forest Park.....	34	24	3,866	3,700	325	145	124	40	7	1,974	6	191
5	Remainder of County.....	118	52	3,778	2,822	263	142	123	118	45	1,271	15	345
6	Clinch County.....	56	26	3,635	2,681	166	102	77	62	17	760	5	108
7	Cobb County.....	657	371	58,809	52,681	5,143	2,398	1,951	725	185	17,693	66	3,904
8	Marietta.....	266	186	36,494	34,022	3,660	1,600	1,317	310	69	10,055	29	2,423
9	Remainder of County.....	371	185	22,315	18,659	1,483	798	634	415	116	7,657	37	1,421
10	Coffee County.....	211	125	14,987	13,205	1,273	619	518	200	63	2,856	14	473
11	Douglas.....	158	100	12,589	11,367	1,197	569	484	144	36	2,053	13	(D)
12	Remainder of County.....	53	25	2,398	1,838	76	50	34	56	27	803	1	(D)
13	Colquitt County.....	342	184	25,825	22,193	2,165	1,082	894	349	116	7,282	30	800
14	Moultrie.....	250	145	20,977	18,545	1,881	927	760	258	79	6,054	23	673
15	Remainder of County.....	92	36	4,848	3,648	284	155	134	91	37	1,198	7	127
16	Columbia County.....	65	21	2,618	1,802	122	60	51	73	31	1,207	3	38
17	Cook County.....	131	61	7,780	6,576	622	389	271	140	41	1,654	9	203
18	Adel.....	83	49	6,493	5,917	585	371	254	87	23	1,245	7	(D)
19	Remainder of County.....	48	12	1,287	659	37	18	17	53	18	409	2	(D)
20	Coweta County.....	273	137	16,726	14,308	1,354	673	554	283	91	4,694	33	695
21	Newman.....	179	107	13,864	12,600	1,190	568	473	188	55	3,536	22	535
22	Remainder of County.....	94	30	2,862	1,708	164	105	81	95	36	1,158	11	160
23	Crawford County.....	45	17	1,413	803	71	47	43	48	21	536	7	114
24	Crisp County.....	190	118	13,979	12,697	1,254	618	505	197	57	3,314	14	349
25	Cordele.....	171	111	13,455	12,425	1,225	597	488	173	46	3,031	11	(D)
26	Remainder of County.....	19	7	524	272	29	21	17	24	11	283	3	(D)
27	Dade County.....	45	19	2,084	1,542	106	52	44	45	23	603	2	(D)
28	Dawson County.....	25	11	1,358	682	52	13	12	24	6	299	4	58
29	Decatur County.....	197	117	14,307	13,033	1,229	688	569	197	57	3,558	16	447
30	Bainbridge.....	143	99	12,271	11,555	1,089	609	498	147	39	2,914	8	289
31	Remainder of County.....	54	18	2,036	1,478	140	79	71	50	18	644	8	158
32	De Kalb County.....	937	581	98,518	91,996	8,464	3,644	2,970	919	220	32,534	81	2,948
33	Atlanta (part) ²	196	128	16,509	15,549	1,482	664	552	194	46	6,929	13	498
34	Chamblee.....	50	34	2,517	2,277	232	103	94	51	1	(D)	11	199
35	Decatur.....	286	188	45,156	43,622	4,090	1,564	1,297	249	56	12,498	20	470
36	North Atlanta.....	8	4	210	130	11	6	2	8	2	(D)
37	Remainder of County.....	397	227	34,126	30,418	2,649	1,307	1,025	417	115	12,743	37	1,781
38	Dodge County.....	145	77	8,069	6,841	573	307	240	148	60	2,526	8	191
39	Eastman.....	91	57	6,420	6,028	514	274	209	93	27	1,437	6	(D)
40	Remainder of County.....	54	20	1,649	813	59	33	31	55	33	1,089	2	(D)
41	Dooley County.....	102	66	4,691	4,027	318	203	149	96	38	1,297	5	74
42	Dougherty County.....	538	392	59,447	56,583	5,902	2,632	2,306	541	137	14,752	64	2,658
43	Albany.....	494	362	57,082	54,606	5,736	2,525	2,204	497	113	13,426	55	2,224
44	Remainder of County.....	44	30	2,365	1,977	166	107	102	44	24	1,326	9	434
45	Douglas County.....	106	52	6,865	6,017	351	197	164	121	39	2,184	13	163
46	Douglasville.....	71	37	5,788	5,286	306	166	135	80	23	1,519	8	78
47	Remainder of County.....	35	15	1,077	731	45	31	29	41	16	665	5	85
48	Early County.....	95	61	6,346	5,906	555	300	254	86	34	1,371	9	143
49	Elakely.....	70	56	5,801	5,585	523	283	240	59	22	1,083	8	(D)
50	Remainder of County.....	25	5	545	321	32	17	14	27	12	288	1	(D)
51	Echols County.....	6	2	178	(D)	(D)	(D)	(D)	(D)	4	(D)
52	Effingham County.....	72	34	3,509	2,947	174	76	63	81	28	725
53	Elbert County.....	173	85	9,995	8,351	856	473	363	188	59	2,646	18	324
54	Elberton.....	137	75	9,012	7,760	814	442	338	152	38	2,288	13	241
55	Remainder of County.....	36	10	983	591	42	31	25	36	21	358	5	83
56	Emanuel County.....	204	104	11,762	9,960	802	382	316	223	60	2,369	18	376
57	Swainsboro.....	101	69	8,990	8,240	704	328	271	111	27	1,690	5	222
58	Remainder of County.....	103	35	2,772	1,720	98	54	45	112	33	699	13	154
59	Evans County.....	83	51	6,783	6,133	406	212	179	76	19	1,064	7	412
60	Fannin County.....	122	62	7,036	5,866	388	234	203	134	46	1,730	8	122
61	Fayette County.....	68	20	2,573	1,469	77	48	34	75	24	645	2	(D)
62	Floyd County.....	598	394	51,919	48,325	5,401	2,493	2,013	616	184	13,533	95	3,172
63	Rome.....	486	340	46,379	44,135	5,057	2,324	1,874	478	131	11,055	77	2,460
64	Remainder of County.....	112	54	5,540	4,190	344	169	139	138	53	2,478	18	712
65	Forsyth County.....	94	40	8,235	5,943	259	119	107	107	23	1,775	3	30
66	Franklin County.....	127	65	7,527	6,093	395	219	179	139	28	1,367	8	34

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

¹College Park is in Clayton and Fulton counties.²Atlanta is in De Kalb and Fulton counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
3	69	4	83	2	(D)	5	426	10	259	3	(D)	2	(D)	9	203	2	(D)	1
13	421	2	(D)	2	(D)	4	407	33	1,642	6	826	3	192	12	297	8	76	2
...	3
3	115	1	(D)	1	(D)	2	(D)	5	484	5	(D)	1	(D)	1	5	2	(D)	4
10	306	1	(D)	1	(D)	2	(D)	26	(D)	1	(D)	2	(D)	9	262	6	(D)	5
8	394	3	45	2	(D)	4	1,036	12	645	3	123	4	(D)	6
33	4,419	34	3,591	39	3,893	38	9,510	117	6,418	23	4,006	18	2,197	68	2,754	36	424	7
10	2,792	22	2,937	21	2,659	29	8,059	45	2,981	7	1,263	7	1,495	36	1,648	11	141	8
23	1,627	12	654	18	1,234	9	1,451	72	3,437	16	2,743	11	702	32	1,106	25	283	9
20	1,407	11	696	9	485	13	4,057	28	1,580	10	1,202	8	829	35	1,402	10
16	1,258	11	696	9	485	13	(D)	18	959	7	1,086	6	(D)	29	1,055	11
4	149	(D)	10	621	3	116	2	(D)	6	347	12
21	1,445	17	1,584	21	1,370	23	5,838	30	1,694	15	2,453	15	961	39	2,189	15	209	13
8	1,020	16	(D)	20	(D)	19	5,000	22	1,366	9	1,053	11	878	30	1,818	13	(D)	14
13	425	1	(D)	1	(D)	4	838	8	328	6	1,400	4	83	9	371	2	(D)	15
7	391	1	(D)	5	327	14	523	2	(D)	2	(D)	16
12	948	3	268	11	527	5	909	19	1,081	8	1,087	4	344	13	687	6	72	17
5	714	3	268	9	(D)	5	909	8	701	5	(D)	3	(D)	11	(D)	4	(D)	18
7	234	2	(D)	11	380	3	(D)	1	(D)	2	(D)	2	(D)	19
22	1,775	23	880	8	696	13	3,467	36	1,656	15	1,461	7	626	19	671	6	105	20
8	925	23	880	6	(D)	13	3,467	20	1,423	9	1,252	6	(D)	11	566	6	105	21
14	850	2	(D)	16	233	6	209	1	(D)	8	105	22
6	304	1	(D)	2	(D)	4	247	1	(D)	3	24	23
6	1,628	12	521	8	675	11	3,066	26	1,344	11	1,406	9	373	23	1,160	13	143	24
5	(D)	12	521	8	675	11	3,066	26	1,344	10	(D)	7	(D)	23	1,160	12	(D)	25
1	(D)	1	(D)	2	(D)	1	(D)	26
6	514	2	(D)	2	(D)	8	211	1	(D)	1	(D)	27
1	(D)	2	(D)	3	89	4	136	1	(D)	4	667	28
17	1,264	13	836	7	509	9	3,002	23	1,097	14	1,551	11	498	25	1,427	5	118	29
8	918	13	836	5	(D)	9	3,002	15	768	11	(D)	9	(D)	21	(D)	5	118	30
9	346	2	(D)	8	329	3	(D)	2	(D)	4	(D)	31
45	6,841	52	2,632	53	3,622	52	19,474	161	10,256	60	6,926	43	5,225	94	5,066	76	2,994	32
5	303	10	608	12	1,061	8	502	36	2,274	12	1,157	16	1,329	16	922	22	926	33
1	(D)	5	82	6	528	18	936	3	238	1	(D)	2	(D)	2	(D)	34
17	2,701	18	1,279	21	1,282	17	15,777	43	2,998	23	1,942	10	1,669	35	2,871	26	1,669	35
1	(D)	2	(D)	1	(D)	2	(D)	36
21	(D)	19	663	14	751	27	3,195	52	(D)	22	3,589	16	(D)	40	1,182	24	343	37
15	535	7	398	4	230	14	2,211	12	455	8	871	4	149	11	(D)	2	(D)	38
7	369	6	(D)	4	230	12	(D)	11	(D)	6	(D)	3	(D)	9	455	39
8	166	1	(D)	2	(D)	1	(D)	2	(D)	1	(D)	2	(D)	2	(D)	40
18	686	3	161	3	126	4	927	13	596	6	278	4	252	6	(D)	2	(D)	41
16	4,226	51	3,684	38	2,172	31	10,936	56	5,181	26	6,134	15	1,999	84	6,105	20	900	42
16	4,226	51	3,684	38	2,172	30	(D)	54	(D)	26	6,134	14	(D)	79	6,460	18	(D)	43
...	1	(D)	2	(D)	1	(D)	5	145	2	(D)	44
7	361	1	(D)	5	142	9	2,785	8	578	4	185	3	(D)	13	203	4	24	45
5	(D)	1	(D)	3	(D)	9	2,785	4	395	4	185	2	(D)	10	178	2	(D)	46
2	(D)	2	(D)	4	183	1	(D)	3	25	2	(D)	47
10	394	5	(D)	6	450	5	1,259	11	1,248	6	800	4	236	5	(D)	48
4	318	5	(D)	6	450	5	1,259	8	1,198	5	(D)	4	236	3	254	49
6	76	3	50	1	(D)	2	(D)	50
1	(D)	1	(D)	51
5	257	4	683	11	561	5	325	2	(D)	12	(D)	5	43	52
15	861	10	623	4	394	15	2,487	17	765	8	708	4	435	17	692	6	...	53
10	772	10	623	4	394	15	2,487	14	(D)	7	(D)	4	435	16	(D)	6	60	54
5	89	3	(D)	1	(D)	1	(D)	55
24	1,419	6	370	6	316	9	3,343	28	1,007	9	1,183	8	281	28	976	8	102	56
7	552	6	370	6	316	9	3,343	14	665	8	(D)	4	232	12	496	3	(D)	57
17	867	14	342	1	(D)	4	49	16	480	5	(D)	58
4	195	3	169	9	265	5	2,359	11	495	7	1,015	3	177	10	588	5	44	59
6	619	5	326	6	289	12	1,683	19	620	6	915	4	133	9	(D)	1	(D)	60
17	652	5	431	11	317	2	(D)	2	(D)	5	222	61
21	4,554	45	4,358	29	3,722	38	9,221	74	3,765	18	3,919	13	1,451	57	3,590	24	334	62
13	3,826	45	4,358	27	(D)	36	(D)	62	3,139	14	3,480	9	1,265	54	(D)	18	231	63
8	728	2	(D)	2	(D)	12	626	4	439	4	186	3	(D)	6	103	64
12	997	4	364	6	(D)	9	282	3	229	3	168	24	(D)	7	182	65
18	743	4	169	12	701	10	1,503	10	470	13	807	3	112	15	1,519	6	102	66

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments with payroll (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Fulton County.....	4,770	3,442	805,902	783,072	97,493	39,082	33,771	4,458	1,033	143,859	802	45,095
2	Atlanta (part) ¹	4,141	3,043	735,164	715,974	91,227	36,703	31,813	3,823	865	125,462	730	41,116
3	College Park (part) ²	96	52	8,175	7,529	610	275	194	106	28	4,309	5	120
4	East Point.....	182	146	32,502	31,972	2,833	962	822	168	47	6,524	18	604
5	Hapeville.....	85	61	10,587	10,301	944	352	297	79	17	2,352	13	849
6	Remainder of County.....	266	140	19,474	17,296	1,879	790	645	282	76	5,212	36	2,390
7	Gilmer County.....	74	38	4,583	3,927	1,3	112	101	90	26	924	8	80
8	Glascock County.....	12	4	243	135	10	4	2	10	2	(D)	2	(D)
9	Glynn County.....	353	233	32,609	30,525	3,388	1,403	1,168	336	87	8,322	59	2,034
10	Brunswick.....	276	180	28,184	26,514	2,951	1,186	991	263	67	6,866	39	1,399
11	Remainder of County.....	77	53	4,425	4,011	437	217	177	73	20	1,456	20	635
12	Gordon County.....	203	95	11,243	9,341	770	407	337	218	71	2,670	14	345
13	Calhoun.....	127	67	7,974	7,004	629	326	264	131	42	1,760	7	214
14	Remainder of County.....	76	28	3,269	2,337	141	81	73	87	29	910	7	131
15	Grady County.....	128	72	11,114	9,962	861	402	345	129	41	3,189	10	220
16	Cairo.....	98	64	9,294	8,714	825	380	328	96	19	1,643	10	220
17	Remainder of County.....	30	8	1,820	1,248	36	22	17	33	22	1,546
18	Greene County.....	121	65	6,254	5,454	481	247	208	133	35	1,233	7	78
19	Greensboro.....	63	41	4,379	4,101	354	173	151	70	19	901	6	(D)
20	Remainder of County.....	58	24	1,875	1,353	127	74	57	63	16	332	1	(D)
21	Gwinnett County.....	357	151	24,789	19,905	1,457	686	512	362	112	4,515	25	381
22	Pulford.....	92	42	7,203	5,889	374	177	144	93	36	1,681	10	78
23	Lawrenceville.....	109	51	7,555	6,363	457	234	151	117	22	907	7	118
24	Remainder of County.....	156	58	10,031	7,653	606	277	217	172	54	1,927	8	194
25	Hebersham County.....	164	86	11,635	10,037	839	422	349	176	45	1,871	16	401
26	Hall County.....	403	235	49,297	45,235	3,541	1,612	1,359	409	131	8,479	39	1,117
27	Gainesville.....	317	201	45,682	42,716	3,416	1,532	1,286	304	93	6,996	22	647
28	Remainder of County.....	86	34	3,615	2,519	125	80	73	105	38	1,783	17	470
29	Hancock County.....	85	43	3,528	2,894	216	152	121	89	32	1,011	3	36
30	Harrison County.....	147	83	8,806	7,164	593	336	265	148	30	2,004	29	621
31	Tallapoosa.....	62	36	3,795	3,151	192	127	95	62	10	725	16	375
32	Remainder of County.....	85	47	5,011	4,013	401	209	170	86	20	1,279	13	243
33	Harris County.....	115	51	4,381	3,459	229	119	93	109	45	1,099	8	123
34	Hart County.....	138	62	7,026	5,352	416	244	189	156	37	1,622	8	110
35	Hartwell.....	113	57	6,339	(D)	(D)	(D)	(D)	(D)	29	1,205	7	(D)
36	Remainder of County.....	25	5	687	(D)	(D)	(D)	(D)	(D)	8	417	1	(D)
37	Heard County.....	64	14	1,840	804	46	29	28	71	26	512	4	50
38	Henry County.....	136	58	6,069	4,777	361	191	158	134	54	1,692	8	139
39	Houston County.....	197	137	20,946	19,578	1,863	932	791	202	41	5,466	31	1,395
40	Perry.....	77	57	8,477	8,145	773	361	293	77	11	2,069	8	(D)
41	Warner Robins.....	91	73	10,903	10,521	1,041	544	476	92	16	2,465	21	1,087
42	Remainder of County.....	29	7	1,566	912	49	27	22	33	14	932	2	(D)
43	Irvin County.....	71	49	4,250	3,732	310	163	140	81	13	1,253	6	101
44	Ocilla.....	57	45	3,831	3,549	293	157	135	64	7	1,067	5	(D)
45	Remainder of County.....	14	4	419	183	17	6	5	17	6	166	1	(D)
46	Jackson County.....	196	80	10,884	8,672	631	371	313	198	55	2,266	11	239
47	Commerce.....	80	44	6,527	5,679	410	238	194	78	14	994	4	130
48	Remainder of County.....	116	36	4,357	2,993	221	133	119	120	41	1,272	7	103
49	Jasper County.....	62	38	3,393	3,055	326	167	145	56	22	695	3	27
50	Jeff Davis County.....	71	39	7,875	7,237	544	287	229	81	23	2,368	1	(D)
51	Hazlehurst.....	63	39	7,721	7,237	544	287	229	(D)	17	(D)	1	(D)
52	Remainder of County.....	8	...	154	(D)	6	(D)
53	Jefferson County.....	158	92	9,348	7,938	736	422	314	165	36	2,020	12	344
54	Jenkins County.....	89	43	5,317	4,381	328	181	144	94	27	1,403	4	92
55	Millen.....	73	41	4,824	(D)	(D)	(D)	(D)	(D)	21	1,359	4	92
56	Remainder of County.....	16	2	493	(D)	(D)	(D)	(D)	(D)	6	44
57	Johnson County.....	77	45	3,858	3,244	232	114	85	76	27	1,031	5	65
58	Jones County.....	46	14	2,210	1,626	115	69	46	56	21	454	5	238
59	Lamar County.....	103	57	6,696	5,846	482	256	189	108	34	2,230	9	237
60	Barnesville.....	80	50	6,076	5,432	464	240	178	84	25	1,970	6	178
61	Remainder of County.....	23	7	620	414	18	16	11	24	9	260	3	59
62	Lenier County.....	40	22	3,176	2,784	174	108	87	39	18	810	3	(D)
63	Laurens County.....	327	171	19,859	17,381	1,634	861	712	321	98	4,623	35	725
64	Dublin.....	225	141	17,651	16,287	1,602	806	662	219	64	3,952	25	532
65	Remainder of County.....	102	30	2,208	1,094	42	55	50	102	34	671	10	193
66	Lee County.....	23	13	854	692	45	27	20	23	10	517

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

¹College Park is in Clayton and Fulton Counties.²Atlanta is in De Kalb and Fulton counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
144	137,732	357	49,292	262	32,397	224	131,212	521	37,397	173	46,365	224	24,871	756	77,351	274	80,331	1
114	135,857	336	48,447	232	29,952	186	107,045	431	32,196	135	41,774	200	22,520	679	71,635	233	79,160	2
6	(D)	5	105	4	162	1	(D)	12	658	7	1,347	6	542	16	463	6	94	3
7	606	4	198	12	1,395	19	17,011	28	1,759	16	1,683	8	917	16	1,392	7	413	4
2	(D)	5	317	6	616	6	(D)	10	758	4	809	5	579	6	572	11	431	5
15	824	7	225	8	272	12	3,970	40	1,986	11	752	5	313	39	3,289	17	233	6
8	450	7	208	3	133	5	1,334	5	255	3	(D)	1	(D)	8	876	7
4	108	4	99	8
10	2,242	28	2,088	26	2,271	25	8,201	31	2,111	11	2,042	17	1,266	53	1,912	6	120	9
8	(D)	22	1,777	25	(D)	22	8,080	24	1,609	7	1,408	13	937	45	1,661	4	(D)	10
2	(D)	6	311	1	(D)	3	121	7	502	4	634	4	329	8	251	2	(D)	11
13	581	8	566	7	319	14	3,031	33	1,190	12	817	8	464	18	(D)	5	(D)	12
6	412	8	566	4	(D)	9	2,103	22	834	6	474	5	347	16	1,004	2	(D)	13
7	169	3	(D)	5	928	11	356	6	343	3	117	2	(D)	3	(D)	14
10	684	3	246	12	395	11	2,576	11	799	8	(D)	2	(D)	17	1,069	3	47	15
7	537	3	246	12	395	11	2,576	9	(D)	6	1,472	2	(D)	17	1,069	2	(D)	16
3	147	2	(D)	2	(D)	1	(D)	17
18	1,068	...	(D)	7	287	6	1,868	22	563	5	286	7	257	12	594	2	(D)	18
9	655	4	200	5	(D)	6	195	4	(D)	3	156	7	401	19
9	413	...	(D)	3	87	1	(D)	16	368	1	(D)	4	101	5	193	2	(D)	20
31	3,064	10	790	13	885	20	6,580	72	2,334	24	3,534	12	585	27	1,868	11	253	21
5	383	4	(D)	2	(D)	5	(D)	15	546	4	716	5	(D)	2	(D)	4	(D)	22
4	660	4	497	6	407	7	2,092	26	761	7	643	5	233	17	1,179	4	58	23
22	2,021	2	(D)	5	(D)	8	(D)	31	1,027	13	2,175	2	(D)	8	(D)	3	(D)	24
19	1,385	13	394	7	1,095	15	2,100	21	675	10	1,139	5	377	11	(D)	2	(D)	25
18	3,190	26	2,411	23	2,484	35	11,579	44	2,066	12	2,304	6	1,070	61	14,533	8	64	26
13	2,935	26	2,411	21	(D)	35	11,579	30	1,572	12	2,304	6	(D)	51	13,975	8	64	27
5	255	2	(D)	14	494	(D)	10	558	28
14	406	9	262	3	155	5	1,025	6	278	5	180	2	(D)	6	(D)	29
16	610	6	286	12	736	11	1,684	15	720	4	796	5	(D)	17	1,037	2	(D)	30
4	205	3	(D)	7	246	5	1,012	6	312	2	(D)	2	(D)	7	416	31
12	405	3	(D)	5	490	6	672	9	408	2	(D)	3	180	10	621	2	(D)	32
18	790	3	32	1	(D)	5	1,326	16	439	2	(D)	1	(D)	11	312	5	19	33
13	470	3	282	5	267	13	1,207	23	1,097	10	477	7	398	11	1,048	8	48	34
11	(D)	3	282	5	267	13	1,207	18	889	7	465	7	398	11	1,048	2	(D)	35
2	(D)	5	208	3	12	6	(D)	36
7	598	6	198	13	295	1	(D)	1	(D)	4	52	2	(D)	37
19	551	4	72	4	159	7	1,038	14	608	7	1,301	7	415	8	48	4	46	38
9	355	16	745	10	1,174	12	4,983	35	1,788	14	3,440	7	770	15	686	7	144	39
3	137	6	237	4	(D)	6	2,134	14	591	9	1,918	3	268	8	430	5	(D)	40
5	(D)	10	508	5	827	6	2,849	12	850	3	(D)	4	502	7	256	2	(D)	41
1	(D)	1	(D)	9	347	2	(D)	42
4	178	4	210	4	55	3	583	12	489	7	853	3	206	12	270	3	52	43
3	(D)	4	210	4	55	3	583	12	489	7	853	3	206	9	(D)	44
1	(D)	3	(D)	45
23	1,800	11	308	9	384	13	2,013	40	1,365	5	(D)	3	354	22	1,689	4	(D)	46
11	700	5	226	2	(D)	8	(D)	20	733	2	(D)	2	(D)	10	1,249	2	(D)	47
12	1,100	6	82	7	(D)	5	(D)	20	632	3	88	1	(D)	12	440	2	(D)	48
9	767	4	(D)	2	(D)	3	625	5	279	6	514	3	198	5	133	49
7	401	2	(D)	3	190	8	2,282	8	937	6	1,035	2	(D)	7	304	4	52	50
7	401	2	(D)	3	190	6	(D)	8	937	6	1,035	2	(D)	7	304	4	52	51
...	2	(D)	52
25	1,114	5	251	6	227	10	1,706	31	1,140	13	1,666	5	387	15	493	53
5	106	6	229	4	297	5	809	15	(D)	5	855	4	228	13	516	1	(D)	54
4	(D)	13	654	5	855	4	228	6	112	1	(D)	55
1	(D)	2	(D)	7	404	56
7	248	2	(D)	4	291	7	1,012	7	288	1	(D)	5	127	11	547	1	(D)	57
5	226	1	(D)	9	238	1	(D)	1	(D)	3	(D)	58
10	281	7	358	11	371	4	1,675	12	569	3	190	5	218	8	567	59
4	171	7	358	9	(D)	4	1,675	10	(D)	3	190	5	218	7	(D)	60
6	110	2	(D)	2	(D)	1	(D)	61
4	254	1	(D)	1	(D)	5	1,351	2	(D)	3	(D)	2	(D)	1	(D)	62
29	2,120	10	1,047	16	1,449	24	5,022	60	1,901	13	893	8	625	29	1,286	5	168	63
19	1,735	10	1,047	16	1,449	19	4,906	28	1,398	8	698	7	(D)	24	(D)	5	168	64
10	385	5	116	32	503	5	195	1	(D)	5	(D)	65
2	(D)	2	(D)	4	221	1	(D)	3	63	1	(D)	...	(D)	66

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Liberty County.....	83	57	5,905	5,299	429	235	210	83	21	1,791	12	353
2	Lincoln County.....	66	30	2,500	1,906	153	90	71	61	22	622	3	61
3	Long County.....	40	14	1,471	973	84	40	30	39	9	292	10	314
4	Lowndes County.....	454	308	42,335	39,597	4,083	1,948	1,701	405	123	7,878	51	1,833
5	Valdosta.....	361	255	36,066	34,170	3,624	1,752	1,528	326	99	6,989	41	1,488
6	Remainder of County.....	93	53	6,269	5,427	459	196	173	79	24	889	10	345
7	Lumpkin County.....	50	22	2,362	1,860	105	66	57	52	16	402	1	(0)
8	McDuffie County.....	115	73	7,723	6,703	614	325	261	127	32	1,593	16	274
9	Thomson.....	99	65	7,065	6,313	592	308	246	108	26	1,335	13	233
10	Remainder of County.....	16	8	658	390	22	17	15	19	6	258	3	39
11	McIntosh County.....	56	32	2,987	2,549	181	84	82	58	21	862	10	224
12	Macon County.....	109	63	6,563	5,799	456	265	180	109	30	1,791	5	77
13	Montezuma.....	63	43	4,867	4,533	375	215	144	67	17	1,331	2	(0)
14	Remainder of County.....	46	20	1,696	1,266	81	50	36	42	13	460	3	(0)
15	Madison County.....	86	26	2,420	1,338	113	62	53	99	33	866	4	23
16	Marion County.....	57	25	2,000	1,418	96	76	53	60	18	490	3	14
17	Meriwether County.....	181	93	9,302	7,684	690	421	324	184	55	2,701	18	426
18	Manchester (part) ³	70	52	5,629	5,335	515	284	207	62	20	1,667	7	173
19	Remainder of County.....	111	41	3,673	2,349	175	137	117	122	35	1,034	11	253
20	Miller County.....	61	31	3,371	2,747	192	113	80	62	28	759	1	(0)
21	Mitchell County.....	154	88	13,790	12,502	1,083	562	481	148	50	3,597	10	210
22	Camilla.....	66	46	5,867	5,405	495	223	179	60	19	2,007	4	132
23	Pelham.....	65	37	7,362	6,942	580	333	298	62	13	1,109	6	78
24	Remainder of County.....	23	5	561	155	8	6	4	26	18	481
25	Monroe County.....	103	59	7,002	6,362	546	301	231	100	41	1,639	6	161
26	Forsyth.....	74	52	6,370	6,120	531	284	219	67	25	1,287	5	(0)
27	Remainder of County.....	29	7	632	242	15	17	12	33	16	352	1	(0)
28	Montgomery County.....	51	23	1,703	1,193	64	45	37	51	20	620	4	22
29	Morgan County.....	80	48	4,213	3,721	371	214	152	76	21	1,160	4	200
30	Murray County.....	86	32	3,556	2,472	179	115	90	95	30	1,098	7	159
31	Muscogee County.....	1,399	933	137,367	129,687	15,217	7,168	6,177	1,375	393	30,737	212	8,360
32	Columbus.....	1,269	829	125,513	118,207	14,243	6,612	5,666	1,245	362	26,963	183	6,776
33	Remainder of County.....	130	104	11,854	11,480	974	556	511	130	31	3,774	29	1,584
34	Newton County.....	199	109	13,545	12,283	1,218	654	485	189	54	3,859	19	398
35	Covington.....	150	80	11,580	10,578	1,067	557	406	139	37	3,407	16	343
36	Porterdale.....	7	5	535	(D)	62	33	29	6	1	(0)
37	Remainder of County.....	42	24	1,430	(D)	89	64	50	44	16	(D)	3	55
38	Oconee County.....	42	4	918	174	11	6	5	42	19	455	2	(0)
39	Oglethorpe County.....	48	22	1,579	1,321	100	54	50	50	16	246	1	(0)
40	Paulding County.....	78	32	3,637	2,753	171	103	73	96	30	1,050	7	36
41	Peach County.....	128	84	9,536	8,544	763	394	298	141	42	2,501	11	258
42	Fort Valley.....	117	81	9,237	(D)	(D)	(D)	(D)	(D)	37	2,322	11	258
43	Remainder of County.....	11	3	299	(0)	(0)	(0)	(0)	(0)	5	179
44	Pickens County.....	78	44	7,253	6,449	333	175	155	99	28	1,136	2	(0)
45	Pierce County.....	76	50	6,607	6,121	466	251	197	80	20	1,177	1	(0)
46	Pike County.....	65	11	1,906	604	89	72	68	80	28	734	3	25
47	Polk County.....	264	178	18,716	16,996	1,608	838	670	256	85	5,071	23	522
48	Cedartown.....	168	114	13,026	12,108	1,194	599	475	154	52	3,168	11	272
49	Rockmart.....	71	49	4,773	4,121	346	202	165	76	24	1,725	9	145
50	Remainder of County.....	25	15	917	767	68	37	30	26	9	178	3	105
51	Pulaski County.....	109	73	7,126	6,486	526	291	217	97	25	1,574	7	146
52	Hawkinsville.....	97	71	6,912	(D)	(D)	(D)	(D)	(D)	20	1,482	5	(D)
53	Remainder of County.....	12	2	214	(0)	(0)	(0)	(0)	(0)	5	92	2	(0)
54	Putnam County.....	77	51	4,999	4,555	346	202	159	70	14	1,015	7	144
55	Easton.....	74	48	(D)	(D)	(D)	(D)	(D)	(D)	14	1,015	5	(D)
56	Remainder of County.....	3	3	(0)	(0)	(0)	(0)	(0)	(0)	2	(0)
57	Quitman County.....	12	4	367	229	19	8	8	12	4	(0)	2	(0)
58	Rabun County.....	66	34	3,877	3,341	280	141	130	72	22	817	10	170
59	Randolph County.....	111	63	6,244	5,424	505	234	196	100	43	1,814	6	108
60	Outhbert.....	80	50	5,122	4,552	433	194	165	69	22	1,218	6	108
61	Remainder of County.....	31	13	1,122	872	72	40	31	31	21	596
62	Richmond County.....	1,200	840	149,918	141,674	16,738	7,224	6,070	1,104	306	37,127	193	11,014
63	Augusta.....	1,070	742	138,760	131,000	15,825	6,803	5,722	975	277	33,893	174	9,902
64	Remainder of County.....	130	98	11,158	10,674	913	421	348	129	29	3,234	19	1,112

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

³Manchester is in Meriwether and Talbot counties.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
11	652	4	155	3	(D)	5	1,579	11	647	2	(D)	4	142	9	460	1	(D)	1	
7	258	3	101	6	107	7	611	9	285	3	338	2	(D)	2	(D)	2	(D)	2	
2	(D)	3	(D)	1	(D)	11	288	1	(D)	3	75	3	
14	3,063	38	3,954	27	3,110	33	10,914	60	2,879	12	2,709	16	1,281	63	4,125	17	589	4	
9	2,875	37	(D)	23	(D)	30	(D)	38	2,098	10	(D)	14	(D)	49	3,057	11	485	5	
5	188	1	(D)	4	(D)	3	(D)	22	781	2	(D)	2	(D)	14	1,068	6	104	6	
12	436	1	(D)	1	(D)	5	752	5	169	1	(D)	2	(D)	6	291	7	
9	773	7	442	9	697	7	1,586	16	954	6	1,013	6	249	7	144	8	
8	(D)	7	442	8	(D)	7	1,586	11	(D)	6	1,013	6	249	7	144	9	
1	(D)	1	(D)	5	(D)	10	
3	110	1	(D)	2	(D)	2	(D)	10	374	1	(D)	1	(D)	4	(D)	1	(D)	11	
21	703	3	95	4	240	7	1,466	15	543	10	919	5	209	4	480	5	40	12	
10	483	2	(D)	4	240	6	(D)	7	303	5	538	3	(D)	2	(D)	5	40	13	
11	220	1	(D)	1	(D)	8	240	5	381	2	(D)	2	(D)	14	
16	657	2	(D)	1	(D)	...	(D)	13	335	2	(D)	3	94	8	182	4	22	15	
14	505	5	36	6	570	4	96	2	(D)	2	(D)	3	(D)	16	
24	962	10	566	11	559	8	1,615	20	751	6	564	7	367	22	791	17	
6	380	7	(D)	7	484	6	(D)	3	156	2	(D)	2	(D)	10	429	18	
18	582	3	(D)	4	75	2	(D)	17	595	4	(D)	5	(D)	12	362	19	
2	(D)	2	(D)	2	(D)	4	1,037	7	300	4	433	4	174	7	209	20	
11	2,322	9	588	10	476	9	2,463	20	1,620	8	1,085	5	376	18	997	4	56	21	
4	303	3	234	6	248	5	(D)	6	(D)	5	413	3	(D)	11	473	22	
4	(D)	6	354	4	228	4	(D)	12	1,200	3	672	2	(D)	7	524	4	56	23	
3	(D)	2	(D)	24	
9	404	2	(D)	2	(D)	8	1,588	19	2,173	3	404	1	(D)	8	214	4	30	25	
6	375	2	(D)	2	(D)	8	1,588	14	2,029	3	404	1	(D)	4	(D)	4	30	26	
3	29	5	144	4	(D)	27	
7	337	2	(D)	2	(D)	7	216	2	(D)	4	43	3	24	28	
16	451	3	(D)	5	233	5	768	10	446	5	381	2	(D)	9	290	29	
6	269	2	(D)	1	(D)	7	730	19	544	1	(D)	2	(D)	9	324	2	(D)	30	
54	19,445	111	11,823	86	9,126	81	26,663	133	9,827	28	4,112	50	4,387	189	11,431	62	1,456	31	
46	19,138	106	11,548	84	(D)	72	24,179	108	7,662	24	3,791	45	4,036	179	10,924	60	(D)	32	
8	307	5	275	2	(D)	9	2,484	25	2,165	4	321	5	351	10	507	2	(D)	33	
16	1,475	7	664	8	889	18	3,349	28	1,061	9	754	5	366	26	580	9	150	34	
7	915	7	664	7	(D)	17	(D)	23	852	6	514	4	(D)	21	451	5	102	35	
1	(D)	1	(D)	1	(D)	1	(D)	2	(D)	36	
8	(D)	1	(D)	1	(D)	4	(D)	3	240	...	(D)	4	(D)	2	(D)	37	
6	98	3	111	6	134	4	36	2	(D)	38	
7	235	2	(D)	2	(D)	12	288	2	(D)	3	68	1	(D)	2	(D)	39	
13	380	1	(D)	4	160	3	1,005	4	178	3	430	2	(D)	7	193	4	24	40	
7	456	9	532	8	529	14	2,953	13	984	6	603	4	333	14	387	41	
6	(D)	9	532	8	529	12	(D)	12	(D)	6	603	4	333	12	(D)	42	
1	(D)	2	(D)	1	(D)	2	(D)	43	
7	315	6	377	2	(D)	4	1,370	9	333	6	588	2	(D)	12	2,898	44	
9	1,062	2	(D)	2	(D)	5	1,162	18	502	5	889	5	211	8	1,459	1	(D)	45	
15	617	2	(D)	4	91	1	(D)	7	206	1	(D)	2	(D)	2	(D)	46	
24	1,433	18	1,039	19	1,254	18	4,704	29	1,390	14	1,416	10	799	18	761	6	327	47	
17	1,132	12	646	10	886	16	(D)	19	830	10	1,012	7	(D)	13	557	1	(D)	48	
3	125	6	393	9	368	2	(D)	4	(D)	4	404	3	(D)	5	204	2	(D)	49	
4	176	6	(D)	3	(D)	50	
10	617	8	294	5	344	11	1,647	15	458	5	479	5	262	15	1,254	3	51	51	
7	547	8	294	5	344	11	1,647	13	(D)	5	479	5	262	15	1,254	3	51	52	
3	70	2	(D)	53	
8	318	1	(D)	3	169	6	545	15	979	4	194	3	158	14	1,453	2	(D)	54	
7	(D)	1	(D)	3	169	6	545	15	979	4	194	3	158	14	1,453	2	(D)	55	
1	(D)	56	
1	(D)	3	64	1	(D)	1	(D)	57	
4	160	3	(D)	3	113	7	1,209	7	264	1	(D)	4	160	5	60	58	
13	471	7	350	7	255	5	1,404	8	296	7	(D)	5	391	7	335	3	(D)	59	
7	367	6	(D)	7	255	4	(D)	8	296	6	644	5	391	6	(D)	3	(D)	60	
6	104	1	(D)	1	(D)	1	(D)	1	(D)	61	
47	22,440	89	10,396	68	8,135	81	28,074	140	9,272	20	6,252	28	3,990	182	11,527	37	1,691	62	
37	22,006	88	(D)	65	7,717	76	26,782	113	6,953	24	5,767	26	(D)	161	10,539	29	1,115	63	
10	434	1	(D)	3	418	5	1,292	27	2,319	5	485	2	(D)	21	988	8	576	64	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Rockdale County.....	80	42	4,691	3,923	336	167	115	88	27	1,753	6	200
2	Schley County.....	32	18	1,875	1,601	81	57	39	31	6	210	3	19
3	Screven County.....	128	68	8,368	7,276	638	344	277	123	43	2,128	19	642
4	Sylvania.....	88	54	7,311	6,631	592	298	243	83	25	1,761	14	450
5	Remainder of County.....	40	14	1,057	645	46	46	34	40	18	367	5	192
6	Seminole County.....	79	41	5,038	4,178	351	189	156	73	33	1,107	4	74
7	Donalsonville.....	62	40	4,688	(D)	(D)	(D)	(D)	(D)	19	845	3	(D)
8	Remainder of County.....	17	1	350	(O)	(O)	(O)	(O)	(O)	14	262	1	(O)
9	Spalding County.....	345	229	28,321	25,961	2,985	1,444	1,155	362	98	7,649	45	1,158
10	Griffin.....	290	192	25,536	23,588	2,794	1,347	1,067	306	76	6,497	39	934
11	Remainder of County.....	55	37	2,785	2,373	191	97	88	56	22	1,152	6	224
12	Stephens County.....	179	105	13,239	11,511	1,084	536	427	180	59	3,344	14	323
13	Toccoa.....	155	95	11,947	10,425	1,039	505	409	151	44	2,391	12	(D)
14	Remainder of County.....	24	10	1,292	1,086	45	31	18	29	15	953	2	(O)
15	Stewart County.....	77	41	4,175	3,407	337	202	158	72	29	1,621	2	(O)
16	Sumter County.....	222	156	15,856	14,922	1,456	774	639	223	64	4,400	17	450
17	Americus.....	185	131	14,100	13,272	1,340	687	572	186	49	3,888	15	(D)
18	Remainder of County.....	37	25	1,756	1,650	116	87	67	37	15	512	2	(O)
19	Talbot County.....	57	27	2,377	1,847	105	80	64	60	18	501	2	(O)
20	Manchester (part) ³	***	***	***	***	***	***	***	***	***	***	***	***
21	Remainder of County.....	57	27	2,377	1,847	105	80	64	60	18	501	2	(O)
22	Taliaferro County.....	35	13	1,131	641	35	27	21	37	12	289	1	(O)
23	Tattnall County.....	116	80	7,874	7,198	561	299	250	109	34	1,695	10	260
24	Taylor County.....	91	39	3,999	3,369	230	133	102	91	22	602	10	115
25	Telfair County.....	126	84	7,121	6,161	517	288	246	110	44	2,133	13	233
26	Terrell County.....	119	75	8,769	8,099	639	394	303	104	41	2,475	6	145
27	Dawson.....	96	68	8,215	7,883	627	378	294	82	30	2,194	6	145
28	Remainder of County.....	23	7	554	216	12	16	9	22	11	281	***	***
29	Thomas County.....	352	224	27,447	25,329	2,623	1,259	1,048	341	120	6,756	27	1,101
30	Thomasville.....	249	173	23,442	22,384	2,349	1,094	923	236	76	5,412	22	1,034
31	Remainder of County.....	103	51	4,005	2,945	274	165	125	105	44	1,344	5	67
32	Tift County.....	239	159	17,488	16,100	1,645	785	666	229	72	4,717	20	777
33	Tifton.....	198	136	16,260	15,136	1,567	734	631	188	50	3,885	17	(D)
34	Remainder of County.....	41	23	1,228	964	78	51	35	41	22	832	3	(O)
35	Toombs County.....	206	134	14,476	13,466	1,508	634	527	203	43	3,329	18	337
36	Lyons.....	83	45	4,420	3,832	411	185	147	88	19	1,115	7	140
37	Vidalia.....	110	80	9,773	9,421	1,050	432	363	108	14	2,048	11	197
38	Remainder of County.....	13	9	283	213	47	17	17	7	10	166	***	***
39	Towns County.....	50	12	1,329	745	42	24	23	47	12	159	5	58
40	Treutlen County.....	45	29	2,149	1,913	145	94	67	47	16	804	6	80
41	Troup County.....	552	322	39,558	35,490	3,581	1,755	1,425	562	174	9,581	57	1,808
42	Hogansville.....	56	36	3,503	3,129	295	150	112	58	14	915	5	143
43	La Grange.....	355	187	24,043	20,955	2,074	1,038	838	360	120	7,154	37	1,250
44	West Point.....	99	77	10,647	10,379	1,144	521	436	94	19	1,082	7	212
45	Remainder of County.....	42	22	1,365	1,027	68	46	39	50	21	430	8	203
46	Turner County.....	107	59	6,064	5,338	449	209	169	94	27	1,314	12	191
47	Ashburn.....	78	50	5,166	4,802	403	182	150	66	23	(D)	7	127
48	Remainder of County.....	29	9	898	536	46	27	19	28	4	(O)	5	64
49	Twiggs County.....	33	19	922	586	31	34	18	32	9	211	2	(O)
50	Union County.....	48	22	2,862	2,176	130	74	67	53	12	274	6	80
51	Upson County.....	266	156	17,205	15,307	1,540	779	592	256	82	5,729	35	726
52	East Thomaston.....	4	4	139	139	8	5	4	4	2	(O)	***	***
53	Silvertown.....	8	6	432	414	44	34	21	8	2	(O)	1	(O)
54	Thomaston.....	225	135	15,149	13,609	1,408	688	529	213	66	4,087	26	(D)
55	Remainder of County.....	29	11	1,485	1,145	80	52	38	31	12	776	8	223
56	Walker County.....	335	171	19,391	15,821	1,376	701	561	385	125	5,287	21	603
57	La Fayette.....	117	55	8,178	6,644	452	271	210	142	37	1,720	8	237
58	Rossville.....	86	52	5,050	4,394	472	240	192	92	38	1,597	8	309
59	Remainder of County.....	132	64	6,163	4,783	452	190	159	151	50	1,970	5	57
60	Walton County.....	186	112	11,209	9,997	959	515	392	198	62	3,723	18	306
61	Monroe.....	110	78	8,023	7,621	780	413	308	110	32	2,034	12	202
62	Remainder of County.....	76	34	3,186	2,376	179	102	84	88	30	1,689	6	104
63	Ware County.....	345	221	31,209	28,953	3,061	1,391	1,206	327	90	6,594	36	1,036
64	Waycross.....	300	206	29,518	27,782	2,943	1,339	1,154	285	66	6,076	27	864
65	Remainder of County.....	45	15	1,691	1,171	118	52	52	42	24	518	9	172
66	Warren County.....	65	35	3,416	2,964	207	127	91	68	31	858	1	(O)

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

³Manchester is in Meriwether and Talbot counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
14	599	6	418	4	820	4	110	3	260	3	(D)	10	(D)	3	46	1
5	248	2	(D)	2	(D)	1	(D)	6	338	2	(D)	5	(D)	2
18	992	...	(D)	3	385	9	1,490	10	505	5	1,388	4	(D)	17	648	3
6	544	...	(D)	3	385	8	(D)	10	505	5	1,388	2	(D)	15	(D)	4
12	448	1	(D)	2	(D)	2	(D)	5
2	(D)	3	(D)	5	284	5	1,510	8	505	7	742	2	(D)	8	315	2	(D)	6
2	(D)	3	(D)	5	284	5	1,510	8	505	5	(D)	2	(D)	8	315	2	(D)	7
...	2	(D)	8
22	2,024	26	2,293	15	1,888	25	5,356	47	2,730	17	2,688	7	875	27	1,431	16	229	9
19	1,943	26	2,293	15	1,888	21	4,903	35	2,315	14	2,281	7	875	24	(D)	14	(D)	10
3	81	4	453	12	415	3	407	3	(D)	2	(D)	11
9	1,225	13	727	15	1,014	15	3,288	18	756	11	992	3	356	15	1,117	7	97	12
8	(D)	13	727	15	1,014	15	3,288	16	(D)	11	(D)	3	356	13	(D)	5	(D)	13
1	(D)	2	(D)	...	(D)	2	(D)	2	(D)	14
10	274	3	124	1	(D)	8	1,202	9	455	1	(D)	5	151	6	138	3	10	15
12	1,165	25	1,465	14	796	13	2,912	30	1,503	11	1,221	8	(D)	27	1,207	1	(D)	16
8	679	25	1,465	14	796	12	(D)	23	1,326	10	(D)	6	543	22	789	1	(D)	17
4	486	1	(D)	7	177	1	(D)	2	(D)	5	418	18
8	328	1	(D)	3	66	2	(D)	12	443	2	(D)	1	(D)	8	132	19
...	20
8	328	1	(D)	3	66	2	(D)	12	443	2	(D)	1	(D)	8	132	21
5	297	2	(D)	1	(D)	8	134	1	(D)	1	(D)	4	182	22
7	491	2	(D)	9	319	7	2,656	21	1,353	9	461	5	198	8	(D)	4	99	23
17	972	4	96	6	157	5	1,059	5	92	3	177	2	(D)	13	(D)	4	80	24
14	707	4	207	5	397	5	1,452	24	1,131	4	315	4	233	9	313	25
10	448	9	690	7	176	8	2,423	14	612	10	929	3	329	7	508	4	34	26
3	254	9	690	7	176	8	2,423	10	(D)	10	929	2	(D)	7	508	4	34	27
7	194	4	(D)	1	(D)	28
23	2,317	21	1,593	17	930	19	5,589	39	2,522	18	2,100	17	1,211	36	3,037	15	191	29
9	1,746	19	(D)	17	930	16	(D)	27	2,165	13	1,840	13	1,142	26	2,394	11	141	30
14	571	2	(D)	3	(D)	12	357	5	260	4	169	10	643	4	50	31
9	776	19	1,423	15	1,285	18	3,297	30	1,477	11	1,582	7	(D)	35	1,515	3	(D)	32
6	707	18	(D)	13	(D)	17	(D)	23	1,287	11	1,582	5	516	35	1,515	3	(D)	33
3	69	1	(D)	2	(D)	1	(D)	7	190	2	(D)	34
19	664	20	1,201	10	549	10	3,819	32	1,258	12	1,418	8	494	29	1,289	5	118	35
10	296	4	258	3	74	4	869	15	434	6	689	3	147	10	(D)	2	(D)	36
8	(D)	16	943	7	475	6	2,950	17	824	6	729	5	347	17	800	3	(D)	37
1	(D)	2	(D)	38
10	289	1	(D)	4	56	2	(D)	6	92	4	(D)	1	(D)	3	(D)	2	(D)	39
4	341	4	214	1	(D)	5	188	2	(D)	2	(D)	5	69	40
33	4,588	40	3,087	36	2,753	40	9,148	69	3,138	14	1,168	14	1,161	54	2,860	21	266	41
5	291	3	(D)	3	(D)	6	1,002	10	(D)	2	(D)	3	125	3	103	2	(D)	42
18	2,550	23	1,466	26	1,541	24	4,880	42	1,733	9	576	8	824	32	1,894	16	175	43
6	1,598	13	1,359	6	997	10	3,266	10	656	3	(D)	3	212	19	863	3	(D)	44
4	149	1	(D)	1	(D)	7	(D)	45
13	368	5	268	5	122	6	1,153	15	829	9	1,203	5	165	10	451	46
4	73	5	268	5	122	6	1,153	11	677	9	1,203	3	(D)	5	178	47
9	295	4	152	2	(D)	5	273	48
8	314	2	(D)	7	100	2	(D)	3	38	49
8	529	2	(D)	2	(D)	5	768	4	231	3	385	2	(D)	4	349	50
24	1,140	27	1,195	10	950	20	3,411	31	1,465	9	655	8	594	17	1,192	3	148	51
1	(D)	1	(D)	52
3	(D)	1	(D)	1	(D)	53
15	824	26	(D)	10	950	19	(D)	28	1,397	9	655	6	(D)	17	1,192	3	(D)	54
5	189	1	(D)	2	(D)	1	(D)	(D)	55
22	1,976	24	1,787	16	947	21	2,999	43	2,221	14	767	13	886	19	1,572	17	346	56
6	954	9	416	5	209	11	2,263	17	765	8	(D)	5	280	5	(D)	6	(D)	57
4	292	7	743	5	556	3	68	9	796	1	(D)	4	284	5	(D)	2	(D)	58
12	730	8	628	6	182	7	666	17	660	5	330	4	322	9	472	9	142	59
26	1,484	9	106	8	464	10	2,418	21	751	9	1,190	6	(D)	15	444	2	(D)	60
14	1,069	8	(D)	4	347	7	2,180	9	442	7	(D)	5	258	10	378	2	(D)	61
12	415	1	(D)	4	117	3	238	12	309	2	(D)	1	(D)	5	66	62
16	2,729	25	1,867	18	2,834	21	6,668	53	3,053	19	2,180	15	1,189	45	2,005	7	433	63
14	(D)	25	1,867	18	2,834	21	(D)	49	3,017	17	(D)	15	1,189	41	1,866	7	433	64
2	(D)	4	36	2	(D)	4	139	65
4	101	3	163	4	233	3	(D)	8	269	4	210	2	(D)	3	28	2	(D)	66

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (unin- corporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments with (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Washington County.....	173	95	8,212	7,018	510	333	266	179	56	2,326	11	162
2	Sandersville.....	88	64	5,620	5,262	396	249	199	89	28	1,600	8	147
3	Remainder of County.....	85	31	2,592	1,756	114	84	67	90	28	726	3	15
4	Wayne County.....	171	93	12,406	10,944	867	444	367	189	48	3,107	24	961
5	Jesup.....	124	68	10,553	9,567	753	352	283	145	27	2,479	16	539
6	Remainder of County.....	47	25	1,853	1,377	114	92	84	44	21	628	8	422
7	Webster County.....	17	3	338	152	13	14	7	15	7	90
8	Wheeler County.....	43	21	1,122	744	63	27	24	38	20	460	1	(D)
9	White County.....	62	16	2,185	1,551	62	35	32	67	14	124	3	60
10	Whitfield County.....	369	189	29,778	25,468	2,365	1,148	913	404	116	7,078	34	1,051
11	Dalton.....	297	167	27,001	23,585	2,268	1,092	865	320	93	6,465	24	909
12	Remainder of County.....	72	22	2,777	1,883	97	56	48	84	23	593	10	142
13	Wilcox County.....	73	37	2,937	2,301	160	94	72	77	28	918	6	44
14	Wilkes County.....	103	57	6,981	6,189	545	275	218	104	36	1,698	7	128
15	Washington.....	77	47	6,227	5,689	507	245	200	80	26	1,300	7	128
16	Remainder of County.....	26	10	754	500	38	29	18	24	10	398
17	Wilkinson County.....	55	29	2,532	2,060	147	84	66	59	25	954	6	54
18	Worth County.....	132	70	6,288	5,098	453	227	171	134	47	1,866	9	102
19	Sylvester.....	92	58	5,346	4,608	422	206	155	95	25	1,378	6	113
20	Remainder of County.....	40	12	942	490	31	21	16	39	22	488	3	49

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

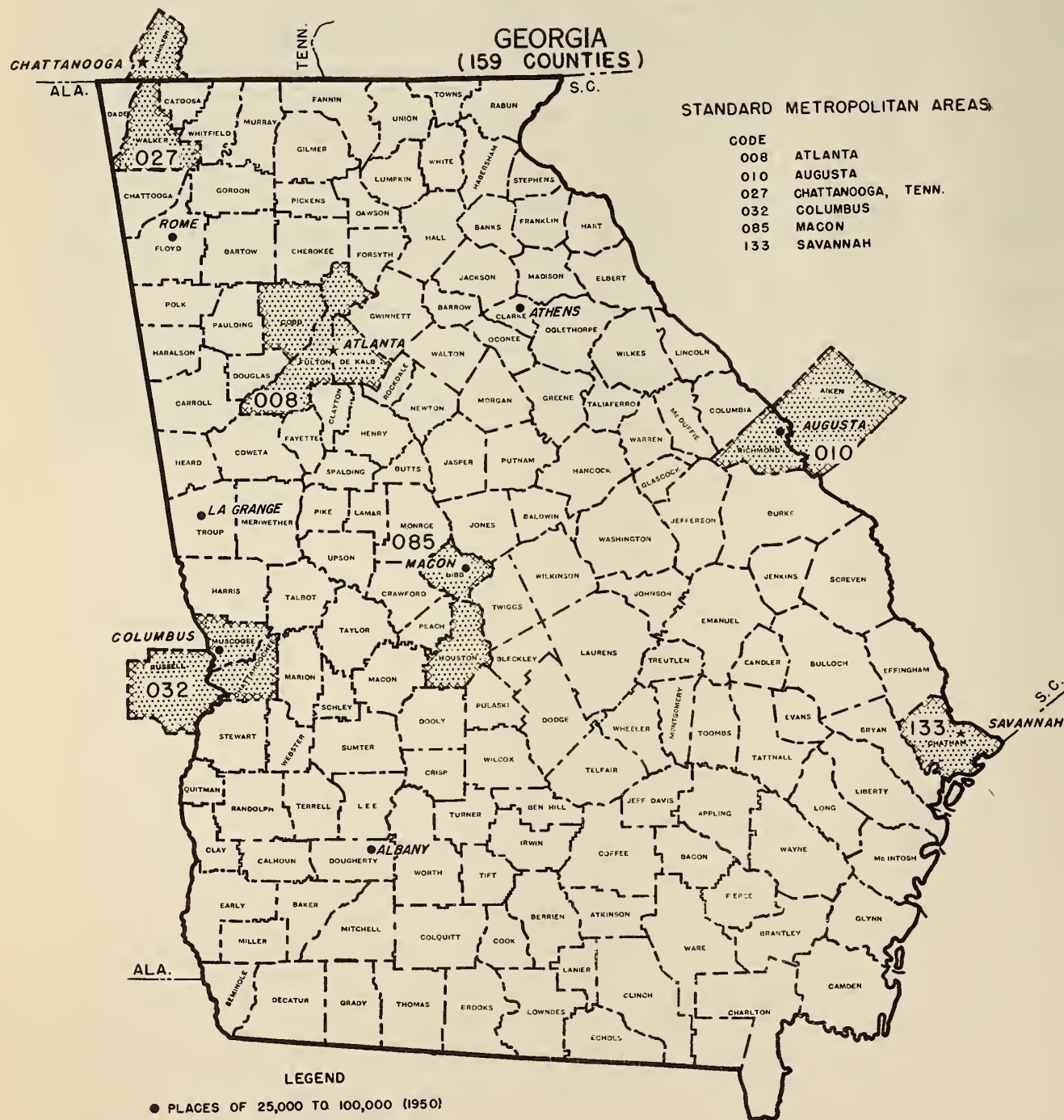
Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
27	817	11	488	8	475	7	726	24	837	11	1,094	4	211	14	1,076	1	
12	537	9	(D)	6	(D)	7	726	6	437	5	297	2	(D)	5	(D)	2	
15	280	2	(D)	2	(D)	18	400	6	797	2	(D)	9	(D)	3	
11	603	12	639	9	365	7	3,020	17	1,215	11	1,423	7	518	21	503	4	52	4	
9	(D)	12	639	9	365	7	3,020	10	693	8	1,274	5	(D)	17	349	4	52	5	
2	(D)	7	322	3	149	2	(D)	4	154	6	
3	(D)	5	149	2	(D)	7	
3	97	1	(D)	3	61	7	191	1	(D)	7	272	8	
6	379	3	49	1	(D)	4	(D)	15	387	1	(D)	3	15	9	428	3	28	9	
22	1,973	25	1,774	26	2,203	40	5,794	38	2,089	18	4,095	10	912	34	2,761	6	48	10	
9	1,568	25	1,774	19	2,073	37	5,628	31	1,607	15	4,019	10	912	30	(D)	4	(D)	11	
13	405	7	130	3	166	7	482	3	76	4	(D)	2	(D)	12	
9	368	1	(D)	3	115	3	(D)	9	354	1	(D)	5	70	6	546	2	(D)	13	
11	802	4	251	5	227	5	1,546	13	668	5	987	3	242	14	432	14	
4	572	4	251	5	227	5	1,546	13	668	5	987	3	242	5	306	15	
7	230	9	126	16	
5	157	2	(D)	3	89	3	811	3	197	5	168	3	(D)	17	
9	502	7	243	4	152	7	1,093	16	727	10	1,005	6	218	14	289	3	31	18	
4	(D)	7	243	4	152	7	1,093	13	(D)	9	(D)	2	(D)	12	(D)	3	31	19	
5	(D)	3	(D)	1	(D)	4	(D)	2	(D)	20	

GEORGIA (159 COUNTIES)

STANDARD METROPOLITAN AREAS

CODE	
008	ATLANTA
010	AUGUSTA
027	CHATTANOOGA, TENN.
032	COLUMBUS
085	MACON
133	SAVANNAH



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)

STANDARD METROPOLITAN AREAS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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(Check appropriate boxes to show the series for which announcements are desired)

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ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

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OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID

PAYMENT OF POSTAGE, \$300

1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-12

IDAHO

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods; apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

IDAHO

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	7,098	5,058	671,485	626,035	7,297	5,148	578,947	537,880
Food stores.....	1,120	690	139,546	126,092	1,410	797	112,393	96,739
Eating, drinking places.....	1,472	1,126	47,718	42,408	1,734	1,227	47,196	42,066
General merchandise group.....	369	289	73,133	71,273	330	266	69,564	67,860
Apparel, accessories stores.....	368	322	27,068	26,264	312	234	20,427	19,307
Furniture, home furnishings, appliance dealers.....	361	279	30,242	28,328	339	274	27,255	25,713
Automotive group.....	462	404	135,081	132,811	517	461	107,048	104,634
Gasoline service stations.....	929	603	51,563	43,225	1,009	551	36,068	27,584
Lumber, bldg. matls., hardware, farm equipment dealers..	662	548	86,409	83,215	651	578	96,536	94,514
Drug stores, proprietary stores.....	216	192	19,805	19,075	203	182	15,028	14,535
Other retail stores.....	922	576	54,795	48,993	783	571	46,845	44,350
Nonstore retailers.....	217	29	6,125	4,351	9	7	587	378

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lishments (Number)	Sales (\$1,000)	Estab- lishments (Number)	Sales (\$1,000)
	Idaho, total.....	7,098	5,058	671,485	626,035	65,940	24,899	20,575	7,108	1,120	139,546	1,472	47,718
1	Ada County.....	847	603	99,417	94,893	10,955	4,001	3,347	853	129	19,342	155	5,609
2	Boise City.....	674	462	86,834	83,004	9,877	3,543	2,965	663	97	16,098	111	4,501
3	Remainder of County.....	173	141	12,583	11,889	1,078	458	382	190	32	3,244	44	1,108
4	Adams County.....	35	25	1,993	1,625	141	77	63	37	9	733	6	125
5	Bannock County.....	491	363	48,936	46,074	5,634	1,959	1,571	454	78	11,464	105	3,391
6	Alameda.....	21	19	(D)	(D)	171	70	43	19	8	824	6	76
7	Pocatello (part) ¹	379	283	43,408	41,238	5,133	1,729	1,414	339	58	9,877	74	2,629
8	Remainder of County.....	91	61	3,939	(D)	330	160	114	96	12	763	25	686
9	Bear Lake County.....	104	66	7,914	6,970	570	234	198	106	15	1,431	16	529
10	Montpelier.....	78	56	7,004	6,580	537	216	182	76	8	1,086	13	466
1	Remainder of County.....	26	10	910	390	33	18	16	30	7	345	3	63
2	Benewah County.....	76	50	4,525	4,153	418	168	137	79	12	1,006	24	564
3	Bingham County.....	236	176	21,538	19,920	1,868	767	623	210	34	4,049	44	1,480
4	Blackfoot.....	142	108	15,347	14,401	1,441	572	473	119	20	2,888	26	1,039
5	Remainder of County.....	94	68	6,191	5,519	427	195	150	91	14	1,161	18	441
6	Blaine County.....	86	68	5,594	5,300	542	224	186	94	9	414	28	766
7	Boise County.....	28	16	1,330	984	101	40	30	33	4	(0)	8	279
8	Bonner County.....	214	130	15,634	13,774	1,276	533	432	245	44	3,712	56	1,969
9	Sandpoint.....	106	80	11,090	10,554	1,010	417	339	119	24	2,568	22	1,063
1	Remainder of County.....	108	50	4,544	3,220	266	116	93	126	20	1,124	34	906
2	Bonneville County.....	372	294	49,976	48,234	5,609	2,094	1,748	329	50	9,285	65	2,804
3	Idaho Falls.....	333	267	47,526	46,330	5,433	2,027	1,688	293	44	8,969	58	2,577
4	Remainder of County.....	39	27	2,450	1,904	176	67	60	36	6	316	7	227
5	Boundary County.....	70	44	6,242	5,668	531	205	167	75	11	1,364	16	569
6	Butte County.....	44	32	2,418	2,202	175	79	65	43	5	678	13	321
7	Camas County.....	13	9	452	394	30	13	10	12	5	212	3	64
8	Canyon County.....	529	353	56,741	53,317	5,843	2,165	1,800	499	94	11,408	89	2,333
9	Caldwell.....	196	132	25,162	23,856	2,787	993	821	172	32	4,195	29	945
1	Nampa.....	240	160	26,493	25,127	2,681	1,018	841	241	40	5,862	43	1,012
2	Remainder of County.....	93	61	5,086	4,334	375	154	138	86	22	1,351	17	376
3	Caribou County.....	63	53	5,103	4,933	394	157	137	64	10	1,038	10	420
4	Cassia County.....	187	145	17,616	16,944	1,589	649	514	166	21	2,985	32	1,158
5	Burley.....	146	114	15,333	14,823	1,438	575	458	119	16	2,543	24	901
6	Remainder of County.....	41	31	2,283	2,121	151	74	56	47	5	442	8	257
7	Clark County.....	17	15	(D)	(D)	704	60	28	25	(D)	(D)	6	146
8	Clearwater County.....	99	69	7,217	6,075	624	225	196	99	19	1,756	26	836
9	Orofino.....	54	46	4,998	4,490	504	175	154	54	12	1,154	13	473
1	Remainder of County.....	45	23	2,219	1,585	120	50	42	45	7	602	13	363
2	Custer County.....	51	31	2,480	1,952	173	76	68	56	9	679	13	322
3	Elmore County.....	107	83	9,435	8,875	931	403	327	119	13	1,544	27	1,086
4	Mountain Home.....	62	58	7,178	7,080	760	302	251	69	4	1,109	17	774
5	Remainder of County.....	45	25	2,257	1,795	171	101	76	50	9	435	10	312
6	Franklin County.....	99	75	8,668	8,310	799	344	265	99	19	2,167	10	311
7	Preston.....	84	68	8,377	8,137	789	339	261	85	13	1,997	7	(D)
8	Remainder of County.....	15	7	311	173	10	5	4	14	6	170	3	(0)
9	Fremont County.....	109	75	7,592	6,740	579	222	180	117	21	1,561	21	631
1	St. Anthony.....	58	44	4,763	4,443	403	150	123	61	12	788	11	361
2	Remainder of County.....	51	31	2,829	2,297	176	72	57	56	9	773	10	270
3	Gem County.....	84	54	7,377	6,653	595	256	211	92	13	1,592	12	502
4	Emmett.....	69	47	6,263	5,777	539	221	182	78	10	1,544	9	(D)
5	Remainder of County.....	15	7	1,114	876	56	35	29	14	3	48	3	(0)
6	Gooding County.....	112	80	8,905	8,067	788	310	262	116	17	1,565	19	623
7	Gooding.....	68	48	6,532	6,040	572	216	179	66	7	891	10	337
8	Remainder of County.....	44	32	2,373	2,027	216	94	83	50	10	674	9	266
9	Idaho County.....	148	92	11,934	10,450	1,089	381	337	144	24	2,458	36	1,083
1	Grangeville.....	55	47	7,600	7,412	861	284	250	44	7	1,353	11	511
2	Remainder of County.....	93	45	4,134	3,038	228	97	87	100	17	1,105	25	572
3	Jefferson County.....	90	70	6,833	6,525	480	185	139	93	19	1,440	22	446
4	Jerome County.....	119	87	12,044	11,014	1,145	456	373	121	12	2,178	26	778
5	Jerome.....	88	66	10,160	9,564	990	387	321	88	9	1,855	18	643
6	Remainder of County.....	31	21	1,884	1,450	155	69	52	33	3	323	8	135
7	Kootenai County.....	382	238	28,020	24,914	2,610	1,000	784	423	74	6,630	102	3,277
8	Coeur D'Alene.....	246	166	22,873	21,077	2,231	801	656	271	41	4,880	48	1,897
9	Remainder of County.....	136	72	5,147	3,837	379	199	128	152	33	1,750	54	1,380

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

*Pocatello is in Bannock and Power counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
369	73,133	368	27,068	361	30,242	462	135,081	929	51,563	662	86,409	216	19,805	922	54,795	217	6,125	1
28	14,049	48	3,995	52	5,238	59	21,037	116	8,164	53	6,936	19	3,056	132	9,575	56	2,416	2
20	13,599	45	(D)	45	4,912	54	20,455	87	6,038	34	5,028	14	2,690	117	8,056	50	(D)	3
8	450	3	(D)	7	326	5	582	29	2,126	19	1,908	5	366	15	1,519	6	(D)	4
3	344	2	(D)	10	443	1	(D)	2	(D)	2	(D)	5
21	5,113	34	2,822	32	2,916	35	9,272	75	4,130	29	4,257	14	1,427	57	3,903	11	241	6
...	1	(D)	2	(D)	1	(D)	1	(D)	2	(D)	7
19	(D)	32	(D)	30	(D)	31	8,937	46	3,002	19	3,535	11	1,252	49	3,404	10	(D)	8
2	(D)	2	(D)	1	(D)	4	335	27	(D)	9	(D)	2	(D)	6	(D)	1	(D)	9
9	711	7	220	6	221	8	2,073	10	586	12	1,071	5	(D)	14	803	2	(D)	10
4	569	5	(D)	6	221	8	2,073	9	(D)	10	(D)	2	(D)	11	738	2	(D)	11
5	142	2	(D)	1	(D)	2	(D)	3	168	3	65	12
3	238	2	(D)	2	(D)	4	804	7	374	10	793	2	(D)	8	262	2	(D)	13
15	2,167	8	430	15	837	18	(D)	34	2,249	29	3,093	7	551	30	1,726	2	(D)	14
4	952	8	430	8	641	15	4,049	19	1,655	14	1,828	4	360	24	1,505	15
11	1,215	7	196	3	(D)	15	594	15	1,265	3	191	6	221	2	(D)	16
11	1,721	2	(D)	3	(D)	5	1,041	9	362	6	395	3	151	10	478	17
5	296	4	58	2	(D)	5	237	18
17	1,227	8	434	5	412	10	3,361	32	1,212	8	995	4	379	30	1,933	19
4	672	7	(D)	5	412	8	(D)	11	658	5	(D)	3	(D)	17	1,385	20
13	555	1	(D)	2	(D)	21	554	3	(D)	1	(D)	13	548	21
18	5,868	41	3,411	27	2,949	29	9,934	48	3,914	26	7,291	9	1,255	51	3,131	8	134	22
12	5,323	41	3,411	24	2,933	29	9,934	39	3,293	23	7,055	9	1,255	46	2,745	8	134	23
6	545	3	119	9	621	3	236	5	386	24
4	505	3	212	3	97	9	1,757	7	(D)	8	877	1	(D)	8	414	25
4	76	3	68	3	118	2	(D)	7	405	2	(D)	1	(D)	4	175	26
...	1	(D)	2	(D)	1	(D)	1	(D)	27
23	8,113	25	1,740	20	2,428	33	13,770	70	3,834	55	6,943	11	1,478	74	4,342	35	352	28
7	3,882	14	865	8	(D)	15	6,740	28	1,759	21	3,525	4	(D)	23	1,502	15	178	29
10	3,286	10	(D)	9	1,399	16	(D)	24	1,488	22	2,719	5	754	41	2,395	20	174	30
6	945	1	(D)	3	(D)	2	(D)	18	587	12	699	2	(D)	10	445	31
5	459	2	(D)	2	(D)	5	1,229	6	213	16	1,216	2	(D)	5	279	32
6	1,039	12	1,282	7	633	11	2,624	37	1,572	20	2,534	4	568	32	(D)	5	(D)	33
3	(D)	12	1,282	4	(D)	10	(D)	26	1,083	18	(D)	3	(D)	28	2,813	2	(D)	34
3	(D)	3	(D)	1	(D)	11	484	2	(D)	1	(D)	4	(D)	3	(D)	35
2	(D)	2	(D)	1	(D)	3	200	1	(D)	36
7	991	6	258	3	209	3	1,168	15	752	2	(D)	5	249	11	488	2	(D)	37
3	(D)	5	(D)	3	209	3	1,168	3	248	2	(D)	2	(D)	8	(D)	38
4	(D)	1	(D)	12	504	3	(D)	3	(D)	2	(D)	39
3	138	4	(D)	6	190	7	508	2	(D)	7	130	40
7	1,777	3	125	6	(D)	7	1,639	15	1,036	9	1,003	2	(D)	18	905	41
4	(D)	3	125	1	(D)	5	(D)	11	(D)	5	681	1	(D)	11	678	42
3	(D)	5	196	2	(D)	4	(D)	4	322	1	(D)	7	227	43
4	531	7	429	6	591	8	1,845	10	346	14	1,461	2	(D)	17	636	2	(D)	44
3	(D)	7	429	6	591	8	1,845	7	299	14	1,461	2	(D)	15	(D)	2	(D)	45
1	(D)	3	47	2	(D)	46
7	511	3	180	2	(D)	8	1,407	13	399	20	1,775	5	(D)	9	572	47
3	(D)	2	(D)	1	(D)	6	(D)	6	130	10	1,185	3	241	4	441	48
4	(D)	1	(D)	1	(D)	2	(D)	7	269	10	590	2	(D)	5	131	49
3	335	3	547	4	(D)	6	1,667	13	525	12	817	2	(D)	14	899	2	(D)	50
2	(D)	3	547	4	(D)	5	(D)	9	341	12	817	2	(D)	11	(D)	2	(D)	51
1	(D)	1	(D)	4	184	3	(D)	52
6	632	2	(D)	5	(D)	11	1,896	13	749	16	1,984	5	341	16	572	2	(D)	53
3	417	2	(D)	4	(D)	6	1,654	7	486	11	1,370	3	(D)	13	526	2	(D)	54
3	215	1	(D)	5	242	6	263	5	514	2	(D)	3	46	55
16	1,548	4	164	4	402	6	2,250	20	748	15	2,529	5	281	15	409	3	62	56
3	(D)	3	(D)	3	(D)	5	(D)	6	310	9	1,967	1	(D)	4	(D)	3	62	57
13	(D)	1	(D)	1	(D)	1	(D)	14	438	6	562	4	(D)	11	(D)	58
7	568	5	200	2	(D)	5	730	9	780	8	1,436	6	303	7	(D)	59
7	1,024	2	(D)	10	654	6	2,113	18	1,233	17	2,813	5	514	13	529	3	(D)	60
5	(D)	2	(D)	9	(D)	6	2,113	11	946	11	2,054	4	(D)	10	426	3	(D)	61
2	(D)	1	(D)	7	287	6	759	1	(D)	3	103	62
9	2,094	14	805	11	1,092	21	6,191	46	2,189	24	2,341	17	919	51	2,307	13	175	63
8	(D)	14	805	11	1,092	16	5,758	34	1,773	20	1,937	12	794	33	(D)	9	153	64
1	(D)	5	433	12	416	4	404	5	125	18	(D)	4	22	65

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales.

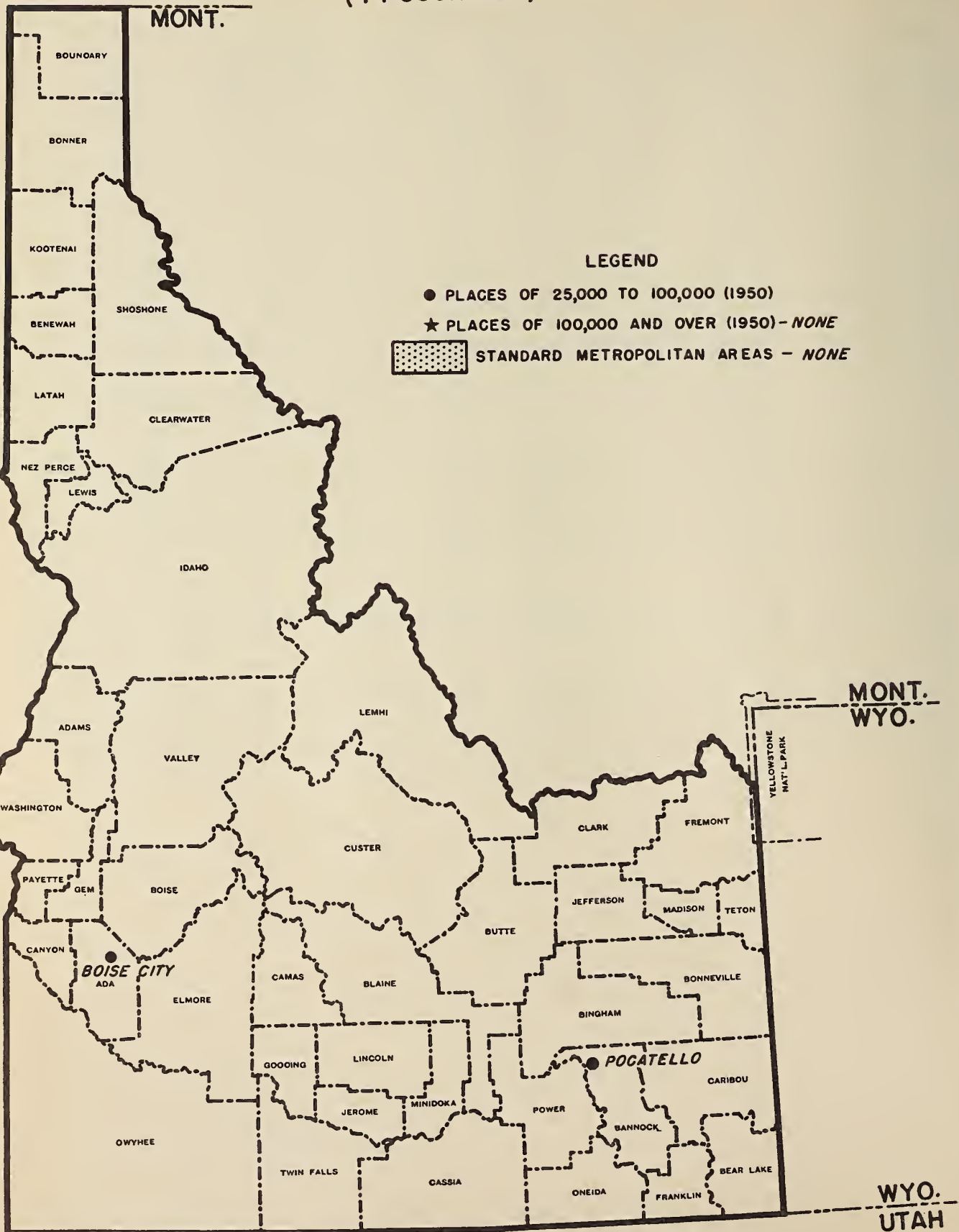
Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Latah County.....	224	168	21,231	20,013	1,914	789	597	219	35	4,669	34	1,180
2	Moscow.....	136	112	16,325	15,889	1,537	628	470	131	15	3,471	15	665
3	Remainder of County.....	88	56	4,906	4,124	377	161	127	88	20	1,198	23	515
4	Lemhi County.....	85	61	6,098	5,456	516	227	210	94	14	1,496	21	762
5	Salmon.....	67	55	5,396	4,996	490	210	194	72	7	1,256	18	663
6	Remainder of County.....	18	6	702	460	26	17	16	22	7	240	3	99
7	Lewis County.....	61	49	4,424	4,122	403	161	143	57	8	929	15	561
8	Lincoln County.....	40	30	2,299	2,091	167	85	65	39	8	696	9	243
9	Madison County.....	104	70	11,380	9,914	855	334	263	105	14	1,968	13	279
10	Rexburg.....	93	63	11,058	9,664	837	321	254	95	12	(D)	8	218
11	Remainder of County.....	11	7	322	250	18	13	9	10	2	(O)	5	61
12	Minidoka County.....	115	85	10,816	10,302	826	339	271	117	19	2,147	21	581
13	Rupert.....	85	73	9,736	9,626	790	321	253	86	14	1,818	10	392
14	Remainder of County.....	30	12	1,080	676	36	18	18	31	5	329	11	189
15	Nez Perce County.....	334	242	42,749	40,541	4,561	1,579	1,331	343	51	8,836	74	3,181
16	Lewiston.....	283	215	40,392	38,752	4,384	1,492	1,272	284	42	8,260	66	2,765
17	Remainder of County.....	51	27	2,357	1,789	177	87	59	59	9	576	8	416
18	Oneida County.....	49	37	3,182	3,036	282	130	100	44	8	720	11	209
19	Malad City.....	46	36	3,067	(D)	(D)	(D)	(D)	(D)	6	(D)	11	209
20	Remainder of County.....	3	1	115	(O)	(O)	(O)	(O)	(O)	2	(O)
21	Owyhee County.....	80	60	4,465	4,151	352	140	116	83	10	910	20	326
22	Payette County.....	132	96	10,101	9,323	930	326	287	141	18	2,304	25	747
23	Payette.....	90	62	7,176	6,698	696	234	208	96	11	1,630	18	517
24	Remainder of County.....	42	34	2,925	2,625	234	92	79	45	7	674	7	230
25	Power County.....	56	44	4,334	4,132	325	130	113	49	7	800	11	410
26	Pocastello (part) ¹	3	1	53	(O)	(D)	(O)	(O)	(O)
27	Remainder of County.....	53	43	4,281	(D)	(D)	(D)	(D)	(D)	7	800	11	410
28	Shoshone County.....	303	207	24,085	22,031	2,275	828	694	314	54	7,652	85	2,523
29	Kellogg.....	94	72	10,741	10,313	1,013	337	291	95	21	2,872	27	940
30	Wallace.....	79	69	7,423	7,299	912	322	274	77	8	1,997	23	767
31	Remainder of County.....	130	66	5,921	4,419	350	169	129	142	25	2,783	35	816
32	Teton County.....	44	28	2,040	1,792	108	55	34	56	8	407	8	136
33	Twin Falls County.....	468	348	53,261	50,321	5,615	2,020	1,717	459	68	10,374	91	3,161
34	Buhl.....	77	59	7,333	7,001	705	266	230	73	15	1,748	13	374
35	Twin Falls.....	306	228	41,203	39,229	4,622	1,631	1,387	296	33	6,963	58	2,335
36	Remainder of County.....	85	61	4,725	4,091	288	123	100	90	20	1,663	20	452
37	Valley County.....	77	53	3,839	3,385	325	127	107	75	8	402	20	432
38	Washington County.....	112	84	10,457	9,771	937	378	332	118	18	2,137	20	565
39	Weiser.....	94	72	9,698	9,172	914	359	313	96	16	(D)	15	491
40	Remainder of County.....	18	12	759	599	23	19	19	22	2	(D)	5	74
41	Yellowstone National Park (part) ²	2	...	(D)	(O)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹Pocastello is in Bannock and Power counties. ²Yellowstone National Park is in Idaho, Montana and Wyoming.

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
12	2,493	11	568	14	971	15	4,299	27	1,335	21	3,247	11	805	30	1,570	10	94	
5	1,664	10	(D)	11	899	13	(D)	15	810	14	2,301	8	691	22	1,418	8	(D)	
7	889	1	(D)	3	72	2	(D)	12	525	7	946	3	114	8	152	2	(D)	
9	602	3	311	4	199	6	904	8	521	6	614	2	(D)	12	(D)	
4	300	3	311	4	199	6	904	8	521	6	614	2	(D)	9	(D)	
5	302	3	61	
1	(D)	4	190	1	(D)	9	663	12	1,526	3	202	8	(D)	
3	(D)	1	(D)	1	(D)	3	(D)	3	213	8	308	3	155	1	(D)	
4	710	7	477	13	738	5	1,523	11	500	21	3,000	5	(D)	9	1,881	2	(D)	
3	(D)	7	477	13	738	5	1,523	9	(D)	21	3,000	4	256	9	1,881	2	(D)	
1	(D)	2	(D)	1	(D)	
9	568	6	391	7	488	9	2,858	14	851	16	2,233	2	(D)	6	433	6	(D)	
3	433	6	391	7	488	8	(D)	10	629	15	(D)	2	(D)	6	433	4	18	
6	135	(D)	4	222	1	(D)	2	(D)	
16	3,901	29	3,130	21	2,664	23	10,072	40	2,126	20	5,111	9	1,206	41	2,450	10	72	
8	3,691	29	3,130	17	2,548	23	10,072	29	1,717	16	4,753	6	(D)	37	(D)	10	72	
8	210	...	(D)	4	116	11	409	4	358	3	(D)	4	(D)	
4	509	2	(D)	1	(D)	6	744	9	282	5	422	2	(D)	1	(D)	
4	509	2	(D)	1	(D)	6	744	9	282	5	422	2	(D)	
...	1	(D)	
5	300	1	(D)	3	(D)	3	159	14	449	9	1,440	2	(D)	13	421	
5	606	6	277	5	163	11	2,496	17	950	16	1,255	4	319	21	870	4	30	
4	(D)	5	(D)	4	(D)	11	2,496	8	202	8	564	2	(D)	15	(D)	4	34	
1	(D)	1	(D)	1	(D)	9	748	8	691	2	(D)	6	(D)	
2	(D)	3	86	2	(D)	3	494	8	238	9	1,117	2	(D)	7	817	2	(D)	
...	...	1	(D)	2	(D)	
2	(D)	2	(D)	2	(D)	3	494	8	238	9	1,117	2	(D)	5	(D)	2	(D)	
21	2,211	14	694	10	1,178	16	3,764	22	1,748	13	475	9	639	44	2,503	15	198	
4	863	3	283	3	393	10	2,708	7	606	5	969	3	334	11	1,268	...	28	
7	957	6	256	5	(D)	6	1,056	5	546	3	275	3	180	11	667	2	(D)	
10	391	5	155	2	(D)	10	596	5	231	3	125	22	568	13	(D)	
3	178	1	(D)	3	483	4	176	11	391	2	(D)	4	89	
14	6,585	29	2,259	35	2,414	29	9,888	61	3,446	51	8,697	15	1,730	58	3,319	17	1,378	
3	(D)	5	(D)	2	(D)	5	1,523	10	595	14	1,792	3	256	7	261	
9	5,889	23	1,963	28	2,159	21	8,267	35	2,090	30	6,061	10	(D)	44	2,774	15	(D)	
2	(D)	1	(D)	5	(D)	3	98	16	771	7	844	2	(D)	7	284	2	(D)	
6	892	3	(D)	6	730	14	436	8	490	2	(D)	8	281	2	(D)	
5	934	8	436	5	634	9	2,531	14	550	13	1,705	2	(D)	17	783	1	(D)	
4	(D)	8	436	4	(D)	9	2,531	10	428	11	(D)	1	(D)	16	(D)	
1	(D)	1	(D)	4	122	2	(D)	1	(D)	1	(D)	
...	2	(D)	

IDAHO (44 COUNTIES)



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PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Central Business District Bulletins <input type="checkbox"/> Census Volumes	Wholesale Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes	Selected Service Trades <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes
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ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

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DEPARTMENT OF COMMERCE

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WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID

PAYMENT OF POSTAGE, \$300

1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-14

ILLINOIS

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance due, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
ILLINOIS

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total	With payroll	Total, all establishments	Establishments with payroll	Total	With payroll	Total, all establishments	Establishments with payroll
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(\$1,000)	(\$1,000)
Total.....	98,985	65,221	11,010,989	10,300,633	103,191	67,206	8,725,216	8,006,934
Food stores.....	20,762	11,738	2,408,359	2,165,083	27,059	14,308	1,822,727	1,560,567
Eating, drinking places.....	22,283	16,035	1,012,667	901,361	24,614	16,096	837,141	636,005
General merchandise group.....	3,101	2,175	1,110,303	1,092,075	2,871	2,116	1,058,995	1,047,029
Apparel, accessories stores.....	7,594	6,152	762,555	737,013	7,748	5,778	709,822	681,332
Furniture, home furnishings, appliance dealers.....	4,807	3,347	512,002	485,240	4,549	3,197	387,411	365,406
Automotive group.....	4,344	3,550	1,797,611	1,769,517	4,640	3,929	1,254,310	1,226,300
Gasoline service stations.....	8,919	6,101	604,063	531,081	9,164	5,770	392,505	328,644
Lumber, bldg. matls., hardware, farm equipment dealers..	6,223	4,765	808,897	775,227	6,192	4,845	688,540	661,088
Drug stores, proprietary stores.....	3,171	2,821	333,155	325,609	3,288	2,863	259,400	251,654
Other retail stores.....	12,819	7,601	983,230	890,940	12,712	8,023	781,212	716,908
Nonstore retailers.....	4,962	936	678,147	627,487	354	281	533,153	532,001

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Illinois, total.....	98,985	65,221	11,010,989	10,300,633	1,251,699	463,129	360,557	105,074	20,762	2,408,359	22,283	1,012,667
2	Adams County.....	773	581	66,914	63,374	7,221	3,254	2,617	817	157	15,132	189	6,440
3	Quincy.....	606	462	58,482	55,988	6,689	2,986	2,410	633	114	12,768	157	5,539
4	Remainder of County.....	167	119	8,432	7,386	532	268	207	184	43	2,364	32	901
5	Alexander County.....	282	194	21,308	19,924	1,875	945	791	297	62	3,663	63	2,800
6	Cairo.....	190	146	17,717	17,173	1,613	754	626	202	44	2,624	34	1,871
7	Remainder of County.....	92	48	3,591	2,751	262	191	165	95	18	1,039	29	929
8	Bond County.....	158	104	11,634	10,536	930	409	320	166	34	2,730	20	614
9	Greenville.....	76	58	7,689	7,191	669	295	229	83	14	2,015	8	258
10	Remainder of County.....	82	46	3,945	3,345	261	114	91	83	20	715	12	356
11	Boone County.....	215	157	19,289	18,059	1,860	676	492	227	35	4,311	50	1,381
12	Selvidere.....	157	123	16,056	15,262	1,592	586	425	167	28	4,000	34	989
13	Remainder of County.....	58	34	3,233	2,797	268	90	67	60	7	311	16	392
14	Brown County.....	98	70	7,138	6,774	467	280	210	108	13	1,689	12	355
15	Bureau County.....	560	350	37,856	33,070	2,928	1,153	936	657	106	8,375	126	3,039
16	Princeton.....	141	109	13,110	12,262	1,025	405	336	166	22	3,433	15	495
17	Spring Valley.....	104	56	6,668	5,618	637	180	157	117	21	1,572	37	652
18	Remainder of County.....	315	185	18,078	15,190	1,266	568	443	374	63	3,370	74	1,892
19	Calhoun County.....	92	48	5,304	4,530	296	138	107	102	12	424	17	364
20	Carroll County.....	275	211	23,264	21,800	1,708	753	572	317	49	4,212	56	1,871
21	Savanna.....	101	83	7,242	6,850	663	320	237	118	23	2,177	29	1,021
22	Remainder of County.....	174	128	16,022	14,950	1,045	433	335	199	26	2,035	27	850
23	Cass County.....	216	154	15,515	14,349	1,147	571	466	226	39	4,596	47	1,390
24	Seardstown.....	103	79	7,866	7,466	682	342	279	102	23	2,273	23	829
25	Remainder of County.....	113	75	7,649	6,883	465	229	187	124	16	2,323	24	561
26	Champaign County.....	987	767	121,172	116,676	14,684	5,887	4,491	962	144	23,535	207	9,223
27	Champaign.....	453	379	74,466	72,940	10,093	3,916	2,987	406	66	11,968	89	4,812
28	Rantoul.....	90	78	11,688	11,090	1,165	463	360	98	12	2,563	20	918
29	Urbana.....	185	131	18,648	17,966	2,078	932	681	186	35	6,759	34	1,835
30	Remainder of County.....	259	179	16,370	14,680	1,348	576	463	272	31	2,245	64	1,658
31	Christian County.....	551	359	44,537	41,127	3,547	1,498	1,192	590	115	10,107	135	2,931
32	Pana.....	147	103	10,888	10,168	934	443	343	161	34	2,888	27	666
33	Taylorville.....	207	139	19,311	18,245	1,911	753	610	208	38	5,121	45	945
34	Remainder of County.....	197	117	14,338	12,714	652	302	239	221	43	2,098	63	1,320
35	Clark County.....	270	182	17,075	15,547	1,248	612	488	294	53	3,115	46	1,147
36	Casey.....	4	68	6,038	5,758	497	218	169	82	13	974	17	367
37	Marshall.....	92	66	6,254	5,784	501	241	207	103	16	1,198	16	475
38	Remainder of County.....	94	48	4,783	4,005	250	153	112	109	24	943	13	305
39	Clay County.....	223	145	14,742	13,216	1,018	532	432	242	37	2,709	32	858
40	Flora.....	158	96	8,585	8,163	709	362	291	113	20	1,677	15	626
41	Remainder of County.....	115	59	6,157	5,053	309	170	141	129	17	1,032	17	242
42	Clinton County.....	330	214	18,396	16,238	1,430	652	517	371	67	4,124	79	1,801
43	Carlyle.....	70	56	4,503	4,107	380	192	145	83	14	1,416	21	374
44	Centralia (part).....	9	5	951	817	88	26	22	8	4	187	1	(D)
45	Remainder of County.....	251	153	12,942	11,314	962	434	350	280	49	2,521	57	(D)
46	Coles County.....	519	363	46,639	43,281	4,847	1,989	1,606	536	103	9,964	78	2,798
47	Charleston.....	167	117	13,748	12,620	1,194	598	466	189	34	3,036	23	661
48	Mattoon.....	283	205	28,604	27,184	3,079	1,273	1,039	271	52	6,240	46	1,860
49	Remainder of County.....	69	41	4,087	3,477	274	118	101	76	17	688	9	257
50	Cook County.....	47,413	29,437	6,252,260	5,855,322	782,165	272,903	212,875	50,059	11,136	1,322,805	11,118	622,352
51	Arlington Heights.....	126	96	20,306	19,596	1,950	646	519	118	22	6,357	22	1,309
52	Barrington (part).....	50	38	7,577	7,093	688	250	188	53	4	(D)	6	413
53	Bellwood.....	90	58	7,258	6,480	568	221	156	99	29	3,829	25	839
54	Berkley.....	8	6	854	(D)	45	20	13	12	3	671	1	(D)
55	Berwyn.....	558	322	74,764	67,632	6,954	2,478	1,803	614	149	21,099	83	4,133
56	Blue Island.....	269	185	38,063	36,141	3,984	1,369	1,069	279	43	7,953	74	3,074
57	Broadview.....	51	37	7,809	7,433	705	273	196	57	9	3,817	7	638
58	Brookfield.....	116	80	12,243	11,249	1,258	493	320	129	26	4,672	22	1,222
59	Calumet City.....	224	128	11,785	10,137	1,197	611	492	258	35	2,422	131	4,155
60	Calumet Park.....	21	13	1,341	987	85	39	29	28	5	415	8	220
61	Chicago.....	38,215	23,291	5,006,968	4,683,036	637,388	222,461	175,338	40,525	9,311	1,003,263	9,044	506,711
62	Chicago Heights.....	346	220	46,164	43,280	5,027	1,792	1,371	363	66	8,457	76	2,398
63	Cicero.....	844	460	76,795	67,601	8,143	2,788	2,118	967	228	21,277	233	9,109
64	Des Plaines.....	216	162	34,159	32,893	3,755	1,302	963	205	31	9,311	38	2,302
65	Dolton.....	62	28	4,149	3,281	239	97	57	76	19	1,863	12	356
66	Elgin (part).....	53	23	2,924	2,368	330	140	104	71	10	182	16	951
67	Elmwood Park.....	152	106	27,960	26,896	3,134	1,104	736	161	35	9,177	30	3,133
68	Evaston.....	703	539	136,235	132,353	16,680	6,648	4,956	618	129	23,140	74	6,569
69	Evergreen Park.....	130	96	34,535	33,729	4,238	1,422	1,119	118	25	9,274	24	2,517
70	Flossmoor.....	6	6	1,316	(D)	113	31	25	7	3	(D)
71	Forest Park.....	199	137	22,926	21,432	3,324	982	786	198	38	3,711	56	2,746
72	Franklin Park.....	104	70	10,487	9,703	987	395	305	110	18	4,922	21	1,244
73	Glenview.....	48	38	5,736	5,402	588	178	151	44	9	2,471	6	321
74	Harvey.....	85	71	13,314	12,954	1,455	536	407	79	14	5,169	17	1,288
75	Harvey.....	274	186	33,091	31,035	3,125	1,186	864	293	45	9,425	73	2,317
76	Hazel Crest.....	21	15	1,308	1,174	84	32	22	24	6	391	7	175
77	Hillside.....	33	25	3,058	2,918	557	189	152	30	2	(D)	7	1,075
78	Hinsdale (part).....	30	6	1,071	647	49	18	16	39	6	34	3	99
79	Homewood.....	93	65	11,336	10,394	937	399	288	96	23	5,123	14	698

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

Centralia is in Clinton and Marion counties.

Barrington is in Cook and Lake counties.

Elgin is in Cook and Kane counties.

Hinsdale is in Cook and Du Page counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
3,101	1,110,303	7,594	762,555	4,807	512,002	4,344	1,797,611	8,919	604,063	6,223	808,897	3,171	333,155	12,819	983,230	4,962	678,147	1
22	9,000	49	3,609	37	4,412	38	9,484	83	3,015	53	6,911	16	2,374	103	5,700	26	837	2
16	8,870	48	(D)	32	4,296	30	8,251	53	2,126	32	5,532	14	(D)	84	4,375	26	(D)	3
6	130	1	(D)	5	116	8	1,233	30	889	21	1,379	2	(D)	19	1,325	...	(D)	4
14	1,102	18	1,403	16	1,038	19	5,845	38	2,657	11	800	9	431	24	1,521	8	48	5
8	921	18	1,403	12	972	15	(D)	16	1,975	9	(D)	8	(D)	22	(D)	4	22	6
6	181	4	66	4	(D)	22	682	2	(D)	1	(D)	2	(D)	4	26	7
6	699	8	321	7	294	15	2,441	29	1,107	18	1,371	5	(D)	14	1,858	2	(D)	8
4	(D)	6	(D)	6	(D)	11	1,668	9	484	7	941	2	(D)	7	995	2	(D)	9
2	(D)	2	(D)	1	(D)	4	773	20	623	11	430	3	46	7	863	10
5	1,129	10	481	9	552	13	4,855	27	1,617	24	2,463	5	390	30	2,028	7	82	11
4	(D)	10	481	7	(D)	12	(D)	18	1,109	14	1,303	5	390	23	1,483	2	(D)	12
1	(D)	2	(D)	1	(D)	9	508	10	1,160	7	545	5	(D)	13
3	165	4	269	7	205	5	1,080	10	524	18	1,654	4	(D)	18	(D)	4	20	14
19	1,330	25	839	29	1,052	35	7,419	49	2,280	81	8,420	19	741	49	3,826	22	535	15
7	610	10	539	14	554	17	2,953	14	630	22	2,299	3	236	14	1,318	3	43	16
3	372	6	116	1	(D)	5	1,800	6	318	8	1,066	2	(D)	7	153	8	339	17
9	348	9	184	14	(D)	13	2,666	29	1,332	51	5,055	14	(D)	28	2,355	11	153	18
15	1,381	2	(D)	2	(D)	4	591	22	785	7	827	11	857	19
9	628	15	732	16	569	18	4,033	32	1,688	35	5,069	5	282	33	4,100	7	80	20
2	(D)	9	385	3	192	9	1,536	10	680	3	281	2	(D)	9	514	2	(D)	21
7	(D)	6	347	13	377	9	2,497	22	1,008	32	4,788	3	(D)	24	3,586	5	(D)	22
8	899	11	571	4	201	16	2,822	27	1,308	29	2,704	8	473	16	420	11	131	23
2	(D)	8	(D)	3	(D)	8	1,536	15	659	8	809	3	(D)	9	208	1	(D)	24
6	(D)	3	(D)	1	(D)	8	1,286	12	649	21	1,895	5	(D)	7	212	10	(D)	25
32	17,037	67	5,941	59	4,969	54	21,697	137	8,974	74	13,596	30	4,035	137	10,403	46	1,762	26
14	13,890	47	5,120	31	3,644	26	15,594	59	4,224	18	5,600	17	2,545	66	6,274	20	795	27
5	577	8	402	5	277	9	3,933	12	1,263	6	873	3	315	6	549	4	18	28
3	2,222	10	(D)	16	894	7	434	26	1,833	7	1,428	6	1,044	32	(D)	9	(D)	29
10	348	2	(D)	7	154	12	1,736	40	1,654	43	5,695	4	131	33	(D)	13	(D)	30
21	2,609	25	1,581	34	2,425	29	7,827	61	2,510	54	5,792	14	898	50	7,598	13	259	31
4	509	10	602	11	600	9	2,153	18	780	18	1,574	2	(D)	14	(D)	32
8	1,767	12	932	12	1,372	11	4,134	24	1,107	13	1,451	7	539	31	1,851	6	92	33
9	333	3	47	11	453	9	1,540	19	623	23	2,767	5	(D)	5	(D)	7	167	34
17	673	6	216	17	664	17	3,276	32	1,550	28	3,036	10	359	39	2,975	5	64	35
6	252	3	110	4	210	6	1,739	9	626	11	1,076	4	(D)	10	491	1	(D)	36
2	(D)	2	(D)	9	382	9	(D)	12	386	9	1,387	2	(D)	15	703	37
9	(D)	1	(D)	4	72	2	(D)	11	538	8	573	4	69	14	1,781	4	(D)	38
24	2,029	13	745	14	817	13	2,719	33	1,510	22	1,754	7	(D)	28	1,328	...	(D)	39
7	878	10	672	7	441	7	1,422	13	313	7	541	5	194	15	405	40
17	1,151	3	73	7	376	4	877	20	691	15	813	2	(D)	13	833	...	(D)	41
22	932	19	524	13	674	20	3,234	32	1,097	37	4,042	4	194	21	1,573	16	196	42
2	(D)	6	243	2	(D)	5	561	7	312	6	698	1	(D)	2	396	4	24	43
...	1	(D)	1	(D)	2	(D)	44
20	(D)	13	281	11	(D)	14	(D)	25	785	30	(D)	3	(D)	19	1,177	10	(D)	45
26	4,158	40	2,776	19	2,145	42	10,028	56	3,242	40	4,298	10	1,411	82	5,263	23	556	46
7	845	11	720	8	(D)	19	(D)	18	897	8	712	3	448	30	(D)	6	(D)	47
8	2,783	29	2,056	9	1,105	22	6,462	25	1,895	21	2,540	7	963	48	2,406	16	494	48
11	530	2	(D)	1	(D)	13	450	11	1,046	4	(D)	1	(D)	49
1,199	703,557	4,497	531,907	2,106	293,758	1,277	903,718	2,712	261,295	1,863	258,384	1,751	200,679	6,913	545,646	2,841	608,159	50
3	576	6	530	8	842	6	4,827	15	1,271	7	1,260	3	554	24	1,966	10	814	51
3	389	4	237	2	(D)	4	1,000	9	778	4	599	2	(D)	10	805	2	(D)	52
1	(D)	1	(D)	1	(D)	3	(D)	13	745	4	207	3	309	6	555	4	18	53
1	(D)	2	(D)	54
18	3,562	55	5,438	24	3,941	26	13,788	42	3,343	22	(D)	19	2,402	79	(D)	41	2,005	55
4	1,638	18	2,100	10	941	20	12,475	29	2,011	15	3,687	7	968	35	(D)	14	(D)	56
4	196	4	348	2	(D)	3	142	4	506	6	1,035	2	(D)	9	550	1	(D)	57
5	292	3	172	10	610	5	1,905	13	876	5	253	6	494	12	966	9	781	58
3	(D)	3	56	5	328	1	(D)	17	1,663	10	593	2	(D)	13	1,969	4	56	59
...	...	1	(D)	1	(D)	1	(D)	60
952	598,033	3,777	437,222	1,649	245,681	928	685,777	1,806	182,741	1,358	161,631	1,465	160,914	5,621	449,791	2,304	575,204	61
8	5,533	30	3,262	29	3,266	17	12,000	31	3,623	13	2,578	8	910	55	3,481	13	656	62
21	1,329	54	4,517	34	2,685	23	16,005	45	3,571	35	5,669	24	2,246	116	9,320	31	1,067	63
6	1,286	22	1,850	13	858	15	5,689	19	1,641	18	3,866	6	1,126	35	4,651	13	1,579	64
2	(D)	7	292	(D)	6	254	2	(D)	2	(D)	8	882	4	74	65
...	...	7	415	6	533	1	(D)	2	(D)	1	(D)	4	(D)	6	152	66
6	(D)	12	1,418	10	945	5	3,084	10	1,357	5	1,129	5	871	23	(D)	11	621	67
21	25,009	102	22,767	71	9,738	35	24,364	45	3,948	24	4,389	27	3,893	140	9,190	35	3,228	68
5	(D)	14	3,033	5	276	4	295	11	1,581	8	2,872	6	2,263	17	(D)	11	1,221	69
...	70
...	277	5	112	71
7	380	6	267	3	189	4	100	12	1,122	6	449	3	388	12	1,140	12	286	72
4	342	4	181	2	(D)	1</												

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Sales	Establishments	Sales
		(Number)	(Number)	(\$1,000)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)
1	Cook County--Con.												
2	Kenilworth.....	9	7	682	(D)	108	31	24	5	2	(U)
3	La Grange.....	200	158	43,235	42,371	4,735	1,640	1,127	180	32	11,905	19	1,456
4	La Grange Park.....	32	24	7,281	7,149	1,234	403	350	28	4	361	2	(0)
5	Lansing.....	133	83	12,411	11,049	907	367	278	155	19	2,156	13	612
6	Lemont.....	60	42	5,362	4,756	364	150	101	70	13	1,306	22	830
7	Lincolnwood.....	52	46	8,805	8,597	1,488	544	425	50	8	2,029	16	3,350
8	Lyons.....	92	56	6,731	5,891	889	297	216	108	17	2,231	38	2,570
9	Markham.....	18	14	817	759	76	48	34	19	3	159	3	147
10	Maywood.....	202	150	27,956	26,500	3,029	952	695	219	57	7,423	24	1,876
11	Melrose Park.....	182	118	23,967	22,575	2,834	927	736	187	23	7,070	50	2,161
12	Midlothian.....	28	20	4,620	4,272	508	191	140	30	8	1,850	5	752
13	Morton Grove.....	61	47	5,627	5,247	671	302	209	66	12	2,109	23	1,854
14	Mount Prospect.....	50	36	9,857	9,461	777	312	198	56	11	4,237	9	704
15	Niles.....	66	46	4,634	4,302	507	240	169	64	9	1,385	26	1,636
16	Norridge.....	23	19	3,028	2,976	370	122	87	23	8	2,341	7	411
17	Northbrook.....	39	27	5,040	4,876	539	209	129	31	6	1,946	9	735
18	North Lake.....	28	10	2,750	2,294	207	85	56	31	9	1,699	6	286
19	North Riverside.....	32	18	1,597	1,207	150	66	49	37	7	363	13	671
20	Oak Lawn.....	204	124	25,543	23,589	2,342	794	549	226	37	8,581	59	2,613
21	Oak Park.....	533	383	122,018	119,182	15,052	4,996	3,710	466	101	19,032	51	2,980
22	Palatine.....	74	50	7,890	7,490	744	291	206	92	13	3,281	14	453
23	Park Forest.....	48	40	13,882	13,770	1,514	618	390	39	8	(0)	2	(0)
24	Park Ridge.....	152	116	26,363	25,639	2,992	941	709	131	31	6,961	13	1,090
25	Phoenix.....	20	10	556	408	30	21	18	21	4	157	12	201
26	Riverdale.....	41	29	3,702	3,378	308	135	99	43	8	1,447	10	312
27	River Forest.....	60	48	23,839	23,485	3,641	1,324	879	64	10	2,434	6	397
28	River Grove.....	66	36	5,226	4,602	489	218	162	82	7	716	28	1,310
29	Riverside.....	67	45	5,650	5,216	679	242	166	64	12	2,378	11	394
30	Robbins.....	31	13	903	721	76	37	29	31	10	267	11	138
31	Skokie.....	216	162	34,061	32,851	3,998	1,341	1,014	226	30	7,034	55	5,473
32	South Holland.....	55	27	3,869	3,305	300	107	67	66	18	984	5	144
33	Steger (part) ²	25	17	2,382	1,960	235	72	63	32	4	930	7	237
34	Stickney.....	20	16	2,189	2,139	280	99	89	22	3	1,011	10	825
35	Summit.....	107	61	7,010	6,058	640	235	175	115	27	1,911	35	1,321
36	Tinley Park.....	37	35	4,744	(D)	448	176	120	42	7	1,757	7	357
37	Westchester.....	33	15	2,507	1,999	188	72	36	30	11	1,396	2	(0)
38	Western Springs.....	36	22	4,762	4,322	405	181	125	39	6	2,839	2	(0)
39	Wilmette.....	143	113	23,468	22,486	2,720	773	580	139	30	8,294	20	1,047
40	Winnetka.....	135	103	23,227	22,551	3,284	970	815	124	18	4,615	10	743
41	Remainder of County.....	774	544	78,537	70,747	12,820	4,274	3,287	935	150	18,366	333	21,747
42	Crawford County.....	263	183	19,365	16,955	1,655	818	642	276	51	4,763	37	1,050
43	Robinson.....	116	88	11,505	10,105	1,048	510	398	109	20	2,587	18	641
44	Remainder of County.....	147	95	7,860	6,850	607	308	244	167	31	2,176	19	409
45	Cumberland County.....	111	63	6,602	5,754	416	215	162	116	18	1,083	17	464
46	De Kalb County.....	583	411	60,836	56,586	4,749	1,856	1,402	681	81	11,035	116	4,194
47	De Kalb.....	206	158	28,096	26,502	2,467	922	707	239	28	5,450	50	1,913
48	Sandwich.....	58	46	5,198	4,888	360	146	114	71	8	1,245	5	213
49	Sycamore.....	111	77	10,916	10,298	881	379	261	122	18	2,042	21	775
50	Remainder of County.....	208	130	16,626	14,898	1,041	409	320	249	27	2,298	40	1,223
51	De Witt County.....	237	167	19,886	18,468	1,636	762	600	270	44	4,085	37	1,201
52	Clinton.....	130	96	12,532	11,818	1,068	519	408	139	23	2,543	20	638
53	Remainder of County.....	107	71	7,354	6,650	568	243	192	131	21	1,542	17	563
54	Douglas County.....	255	197	19,877	18,935	1,596	660	556	279	48	4,575	38	1,198
55	Tuscola.....	76	64	7,829	7,557	665	255	216	73	12	1,970	10	317
56	Remainder of County.....	179	133	12,048	11,378	931	405	340	206	36	2,605	28	881
57	Du Page County.....	1,371	1,005	183,889	175,421	18,466	7,055	4,890	1,421	244	55,824	250	12,295
58	Bensenville.....	64	46	6,192	6,028	591	288	200	70	10	2,642	18	624
59	Clarendon Hills.....	17	9	2,813	2,529	368	63	44	17	2	(0)	1	(0)
60	Downers Grove.....	152	112	23,356	22,570	2,467	912	615	145	33	7,466	25	893
61	Elmhurst.....	217	165	37,109	36,025	4,078	1,509	1,031	216	44	11,820	37	1,806
62	Glen Ellyn.....	96	66	14,027	13,277	1,398	528	346	91	16	4,986	10	(D)
63	Hinsdale (part) ²	83	67	12,537	12,163	1,398	560	414	82	12	3,496	8	560
64	Lombard.....	98	70	12,305	11,497	1,101	490	240	107	18	4,696	20	563
65	Naperville.....	93	67	14,612	13,828	1,438	469	365	94	20	3,561	16	764
66	Villa Park.....	75	59	9,689	9,127	908	314	188	71	16	3,784	15	698
67	West Chicago.....	45	37	4,621	4,469	407	156	123	53	10	1,688	7	218
68	Westmont.....	60	42	5,650	5,124	450	180	129	65	12	2,629	11	309
69	Wheaton.....	102	86	18,973	18,543	2,133	728	540	104	15	5,256	9	483
70	Remainder of County.....	269	179	22,005	20,241	2,229	858	655	306	36	(D)	73	4,823
71	Edgar County.....	312	214	23,539	21,821	2,178	1,005	792	311	57	5,645	53	1,584
72	Paris.....	191	145	17,257	16,475	1,649	752	601	185	35	4,239	36	1,097
73	Remainder of County.....	121	69	6,282	5,346	529	253	191	126	22	1,406	17	487
74	Edwards County.....	111	69	7,273	6,615	523	232	189	118	18	1,105	9	216
75	Effingham County.....	324	210	25,614	23,566	2,214	1,008	790	331	43	4,802	57	1,916
76	Effingham.....	165	125	18,121	17,169	1,785	776	617	164	23	3,537	28	1,213
77	Remainder of County.....	159	85	7,493	6,397	429	232	173	167	20	1,265	29	703
78	Fayette County.....	276	192	19,882	18,198	1,553	784	647	294	47	4,079	46	1,471
79	Vandalia.....	109	83	8,789	8,353	889	432	348	99	16	2,321	26	800
80	Remainder of County.....	167	109	11,093	9,845	664	352	299	195	31	1,758	20	61
81	Ford County.....	234	172	18,943	17,697	1,566	731	592	266	30	3,252	42	1,302
82	Gibson City.....	67	51	5,845	5,553	453	203	165	73	8	1,366	4	353
83	Paxton.....	67	55	5,857	5,517	552	278	205	79	8	1,070	8	248
84	Remainder of County.....	100	66	7,241	6,627	561	250	222	114	14	816	25	701

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹Rinsdale is in Cook and Du Page counties. ²Steger is in Cook and Will counties.

BY COUNTIES: CITIES OF 2,500 INHABITANTS OR MORE—Continued

7

Payroll, and Personnel

Kind-of-business group - Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
...	1	(D)	1	(D)	1	(D)	2	(D)	2	(D)	1
4	5,353	26	3,054	15	1,568	11	9,643	23	2,418	15	4,306	9	1,501	42	2,003	4	28	2
4	632	4	(D)	4	(D)	2	(D)	2	(D)	4	(D)	1	(D)	1	(D)	4	32	3
1	(D)	14	877	4	245	6	2,714	26	2,252	7	1,342	3	323	16	(D)	24	418	4
1	(D)	1	(D)	2	(D)	2	(D)	4	228	6	679	2	(D)	7	(D)	5
...	...	1	(D)	1	(D)	15	1,766	1	(D)	1	(D)	8	1,197	1	(D)	6
3	113	4	123	3	(D)	2	(D)	8	302	3	214	2	(D)	7	491	5	59	7
1	(D)	1	(D)	4	224	1	(D)	5	97	8
3	199	16	1,147	11	842	18	9,747	22	2,232	9	2,133	8	907	27	1,252	7	198	9
5	916	19	1,663	8	817	2	(D)	27	1,674	13	4,638	3	(D)	23	1,882	9	786	10
1	(D)	2	(D)	3	379	2	(D)	2	(D)	3	168	2	(D)	11
2	(D)	2	(D)	5	512	3	265	2	(D)	8	406	4	56	12
2	(D)	5	367	(D)	(D)	1	(D)	3	491	6	1,141	3	365	4	146	5	191	13
1	(D)	1	(D)	7	865	1	(D)	2	(D)	10	324	9	97	14
1	(D)	7	(D)	15
1	(D)	2	(D)	2	(D)	6	464	5	(D)	2	(D)	4	293	2	(D)	16
2	(D)	3	260	2	(D)	2	(D)	4	108	17
...	2	(D)	6	360	1	(D)	3	95	18
4	501	11	471	10	535	6	5,610	25	2,589	15	2,408	5	911	20	1,142	12	182	19
14	16,622	92	22,133	34	2,901	23	41,159	47	3,592	19	3,247	33	4,174	81	4,580	38	1,598	20
...	...	8	269	3	79	3	853	10	662	6	1,171	3	(D)	11	(D)	3	(D)	21
3	(D)	6	1,413	4	762	4	(D)	2	(D)	2	(D)	12	984	5	116	22
3	397	27	1,883	9	1,464	9	7,950	9	1,146	12	2,775	6	1,008	27	1,139	6	550	23
...	(D)	3	(D)	24
...	...	2	(D)	2	(D)	2	(D)	11	684	1	(D)	5	580	25
3	(D)	3	402	5	817	1	(D)	11	889	3	(D)	3	218	7	273	8	(D)	26
2	(D)	2	(D)	2	(D)	10	770	4	1,024	1	(D)	8	306	2	(D)	27
3	(D)	2	(D)	6	418	1	(D)	8	667	2	(D)	3	398	10	452	9	210	28
2	(D)	2	(D)	2	(D)	4	132	29
5	847	14	1,101	8	589	5	5,687	23	2,230	12	3,162	7	986	34	4,858	23	2,094	30
1	(D)	2	(D)	2	(D)	1	(D)	11	916	3	(D)	1	(D)	4	58	7	196	31
1	(D)	1	(D)	(D)	5	188	1	(D)	4	270	1	(D)	32
4	505	3	(D)	4	(D)	7	459	9	323	5	980	2	(D)	8	483	3	283	34
1	(D)	2	(D)	1	(D)	2	(D)	5	419	5	857	2	(D)	3	(D)	2	(D)	35
...	3	186	7	583	1	(D)	2	(D)	7	71	36
2	(D)	4	(D)	3	269	3	129	3	288	7	692	6	148	37
3	401	12	831	10	1,146	9	6,315	18	1,675	6	922	4	878	21	1,561	10	398	38
4	(D)	19	5,151	12	1,382	6	3,772	11	1,377	6	1,428	5	1,111	32	(D)	12	164	39
17	1,942	29	1,245	24	3,393	19	6,388	101	7,990	76	9,492	12	953	84	5,979	29	1,022	40
12	1,227	18	731	21	1,178	23	4,485	41	1,630	24	3,073	6	368	23	748	7	112	41
6	949	10	596	10	820	12	3,442	14	799	8	1,140	3	227	12	254	3	50	42
6	278	8	135	11	358	11	1,043	27	831	16	1,933	3	141	11	494	4	62	43
2	(D)	6	159	2	(D)	6	750	17	1,142	14	1,264	4	110	13	967	12	60	44
17	3,619	41	2,543	36	2,343	37	14,483	65	4,179	78	9,331	19	1,604	67	6,849	26	656	45
8	3,008	20	1,411	10	1,015	17	8,256	16	1,620	15	2,312	6	846	26	1,725	10	470	46
2	(D)	3	149	8	226	5	1,549	5	304	6	884	1	(D)	13	340	2	(D)	47
2	(D)	8	753	8	555	8	2,432	11	793	16	1,508	5	(D)	12	1,588	2	(D)	48
5	305	10	230	10	547	7	2,246	33	1,462	41	4,627	7	328	16	3,196	12	164	49
10	1,203	16	591	17	833	20	4,853	26	1,618	23	2,657	5	362	31	2,415	8	68	50
6	1,035	12	452	4	262	13	2,938	11	751	10	1,367	3	(D)	22	2,172	6	(D)	51
4	168	4	139	13	571	7	1,915	15	867	13	1,290	2	(D)	9	243	2	(D)	52
15	941	17	480	13	649	23	4,378	29	1,153	30	3,163	6	480	29	1,954	7	416	53
3	(D)	7	233	3	155	7	2,097	10	483	9	964	2	(D)	11	777	2	(D)	54
12	(D)	10	247	10	494	16	2,281	19	670	21	2,689	4	(D)	18	1,177	5	(D)	55
37	5,822	106	7,771	63	4,464	83	32,975	157	13,471	107	23,660	43	7,043	205	17,764	76	2,800	56
3	(D)	8	291	2	(D)	5	791	4	342	3	455	2	(D)	7	428	2	(D)	57
...	6	407	2	(D)	1	(D)	5	(D)	58
4	595	10	1,082	6	398	13	5,002	12	1,335	12	4,221	5	762	19	1,268	13	334	59
4	(D)	21	2,509	15	1,789	14	8,603	17	1,807	10	2,402	5	1,312	28	(D)	22	503	60
3	(D)	12	1,053	5	139	5	1,241	14	1,687	7	1,984	3	783	13	929	8	533	61
3	(D)	12	763	5	406	11	3,860	3	518	3	549	3	686	21	1,187	2	(D)	62
2	(D)	5	232	4	116	3	(D)	10	890	7	2,271	4	522	22	1,537	3	58	63
2	(D)	7	274	3	296	10	2,952	11	628	7	3,068	3	355	12	2,126	2	(D)	64
6	264	3	192	1	(D)	4	1,437	7	572	7	1,511	2	(D)	12	797	2	(D)	65
2	(D)	3	127	3	227	2	(D)	6	495	4	(D)	2	(D)	4	105	2	(D)	66
1	(D)	5	195	2	(D)	1	(D)	8	536	7	624	2	(D)	11	784	67
3	788	12	841	10	735	5	5,613	11	934	8	1,637	5	831	17	1,403	7	452	68
4	72	8	212	7	266	10	1,473	48	3,320	30	4,160	6	591	34	(D)	13	396	69
15	1,498	21	1,035	16	968	24	4,469	32	1,501	42	3,544	6	772	41	2,390	5	133	70
6	1,367	16	928	10	776	18	3,735	12	1,006	20	1,555	4	(D)	30	1,901	4	(D)	71
9	131	5	107	6	192	6	734	20	495	22	1,989	2	(D)	11	489	1	(D)	72
6	331	8	93	6	204	10	2,054	22	1,029	9	805	2	(D)	13	(D)	8	62	73
19	1,962	14	664	15	893	29	5,937	52	2,184	37	4,635	7	382	40	2,114	11	125	74
9	1,464	12	(D)	9	648	19	4,569	20	1,405	12	2,681	5	(D)	19	1,515	9	(D)	75
10	498	2	(D)	6	245	10	1,368	32	779									

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Franklin County.....	623	383	34,836	30,844	2,831	1,402	1,116	637	166	10,050	111	2,252
2	Benton.....	153	113	10,594	9,922	878	427	348	158	36	2,421	17	578
3	Christopher.....	81	47	4,073	3,513	344	181	143	85	22	1,207	20	301
4	West Frankfort.....	198	126	13,653	12,609	1,253	565	453	198	44	3,803	23	571
5	Zeigler.....	30	14	949	735	65	42	30	33	7	330	11	207
6	Remainder of County.....	161	83	5,567	4,065	291	187	142	163	57	2,289	40	595
7	Fulton County.....	562	400	43,776	40,644	3,687	1,680	1,324	613	87	9,810	105	2,633
8	Canton.....	206	168	22,730	21,994	2,238	951	749	210	32	4,821	37	1,225
9	Farmington.....	52	40	3,433	3,249	318	156	120	58	10	1,054	7	243
10	Lewistown.....	69	47	4,690	4,228	304	144	115	76	8	955	11	229
11	Remainder of County.....	235	145	12,923	11,133	827	429	340	269	37	2,980	50	941
12	Gallatin County.....	127	81	6,737	5,841	459	236	193	165	25	1,330	23	562
13	Greene County.....	270	194	18,837	17,549	1,406	659	513	293	48	3,440	40	1,020
14	White Hall.....	53	39	3,625	3,355	345	149	125	54	10	734	5	110
15	Remainder of County.....	217	155	15,212	14,234	1,061	510	388	239	38	2,746	35	910
16	Grundy County.....	301	183	20,795	18,523	1,588	672	520	325	41	4,869	86	2,121
17	Morris.....	143	99	12,658	11,722	1,060	400	303	141	23	3,136	24	721
18	Remainder of County.....	158	84	8,137	6,801	528	272	217	184	18	1,753	62	1,400
19	Hamilton County.....	139	75	7,579	6,083	387	216	176	153	34	1,866	15	251
20	McLeansboro.....	94	58	6,111	5,071	341	184	151	100	22	1,415	11	203
21	Remainder of County.....	45	17	1,468	1,012	46	32	25	53	12	451	4	48
22	Hancock County.....	400	256	24,270	21,444	1,700	815	634	456	84	4,840	70	1,735
23	Carthage.....	85	65	7,695	7,315	641	274	230	99	14	1,165	12	335
24	Remainder of County.....	315	191	16,575	14,129	1,059	541	404	357	70	3,655	58	1,400
25	Hardin County.....	73	41	2,698	2,244	173	93	81	77	24	761	10	327
26	Henderson County.....	91	55	5,936	5,272	440	193	161	106	23	1,326	17	811
27	Henry County.....	643	447	56,439	52,749	4,466	1,890	1,449	729	102	10,697	127	3,466
28	Galva.....	74	40	4,355	3,725	291	125	94	87	9	1,110	13	289
29	Geneseo.....	85	63	9,147	8,753	663	271	205	106	12	1,745	12	470
30	Kewanee.....	268	200	26,648	25,612	2,528	1,055	802	275	52	5,767	55	1,422
31	Remainder of County.....	216	144	16,289	14,659	984	439	348	261	29	2,075	47	1,285
32	Iroquois County.....	449	309	35,049	32,539	2,694	1,149	915	520	57	5,857	93	3,256
33	Watseka.....	103	77	11,590	11,314	1,156	452	369	110	12	2,321	14	849
34	Remainder of County.....	346	232	23,459	21,225	1,538	697	546	410	45	3,536	79	2,407
35	Jackson County.....	459	295	34,676	31,706	3,216	1,381	1,102	475	98	7,592	86	2,655
36	Carbondale.....	170	126	16,735	15,979	1,765	742	595	167	30	3,570	20	939
37	Murphysboro.....	182	116	14,141	12,805	1,234	522	417	191	45	2,965	34	973
38	Remainder of County.....	107	53	3,800	2,922	217	117	90	117	23	1,057	32	743
39	Jasper County.....	144	86	7,241	6,495	504	233	189	166	25	1,755	16	344
40	Newton.....	86	68	5,937	5,653	434	197	164	104	12	1,457	12	276
41	Remainder of County.....	58	18	1,304	842	70	36	25	62	13	298	4	68
42	Jefferson County.....	418	274	32,184	29,860	3,358	1,330	1,080	429	93	6,120	62	1,841
43	Mt. Vernon.....	314	210	27,151	25,445	3,004	1,159	951	316	66	5,187	53	1,630
44	Remainder of County.....	104	64	5,033	4,415	354	171	129	113	27	1,733	9	211
45	Jersey County.....	184	120	14,353	13,191	1,239	483	389	209	39	3,360	45	1,034
46	Jerseyville.....	123	91	12,764	12,104	1,160	434	351	129	24	2,828	21	506
47	Remainder of County.....	61	29	1,589	1,087	79	49	38	30	15	532	24	528
48	Jo Daviess County.....	331	245	22,652	20,640	1,788	810	606	356	48	4,158	79	2,799
49	Galena.....	93	67	5,432	5,204	501	246	180	93	19	1,378	19	769
50	Remainder of County.....	238	178	17,220	15,436	1,287	564	426	263	29	2,780	60	2,030
51	Johnson County.....	110	64	6,636	5,758	443	275	217	112	32	1,442	20	506
52	Kane County.....	1,638	1,238	212,477	202,155	24,046	8,455	6,224	1,685	317	48,069	342	16,118
53	Aurora.....	641	473	88,418	84,060	10,522	3,679	2,721	623	149	21,483	122	5,213
54	Batavia.....	71	51	6,432	5,948	548	217	137	97	17	2,103	11	423
55	Elgin (part) ²	111	329	65,976	63,872	7,728	2,653	1,924	414	66	13,618	60	2,878
56	Geneva.....	98	80	11,534	11,140	1,295	509	392	103	15	3,206	16	909
57	St. Charles.....	112	86	14,116	13,216	1,349	437	304	126	18	3,124	28	1,358
58	Remainder of County.....	305	219	26,001	23,879	2,604	990	746	322	52	4,535	105	5,267
59	Kankakee County.....	677	555	89,685	83,273	9,188	3,339	2,707	912	156	21,251	243	7,674
60	Bradley.....	83	41	6,507	5,807	519	189	157	87	16	1,766	31	1,438
61	Kankakee.....	496	342	61,695	58,655	7,120	2,522	2,038	485	82	14,465	132	4,010
62	Monmouth.....	80	48	7,611	7,051	403	202	151	79	15	2,039	20	390
63	Remainder of County.....	218	124	13,872	11,760	1,066	426	361	261	43	2,461	60	1,636
64	Kendall County.....	145	99	12,031	11,965	833	332	246	165	27	3,693	21	815
65	Knox County.....	649	481	68,547	64,855	7,281	3,095	2,446	667	107	14,269	124	5,216
66	Abingdon.....	51	37	3,924	3,494	375	129	100	59	15	1,396	7	233
67	Galesburg.....	434	342	52,059	50,269	6,015	2,543	2,014	426	59	10,665	79	3,493
68	Remainder of County.....	164	102	12,564	11,092	891	423	332	182	33	2,208	34	1,490
69	Lake County.....	2,782	1,486	250,460	236,284	26,220	9,148	6,757	2,217	322	62,063	577	22,936
70	Barrington (part) ²	44	30	8,458	7,282	848	211	167	37	2	1,011	6	157
71	Deerfield.....	42	30	3,613	3,519	343	132	90	44	6	1,665	5	175
72	Grayslake.....	51	35	8,039	7,731	581	202	158	51	9	1,639	4	161
73	Highland Park.....	165	131	34,936	34,196	4,027	1,118	878	150	28	7,646	12	447
74	Highwood.....	62	52	5,894	5,488	506	181	116	82	8	2,545	27	1,223

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

²Barrington is in Cook and Lake counties. ³Elgin is in Cook and Kane counties.

BY COUNTIES: CITIES OF 2,500 INHABITANTS OR MORE—Continued

9

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
28	2,657	29	2,047	40	2,053	37	6,380	79	3,015	30	2,067	14	971	69	3,113	20	231	1	
8	726	8	466	14	664	10	2,392	23	1,239	9	972	3	278	20	802	5	56	2	
6	570	5	(D)	4	177	6	895	5	191	2	(D)	3	148	8	270	3	
7	1,133	14	1,221	18	962	17	2,743	24	984	9	627	4	373	28	1,114	10	122	4	
1	(D)	1	(D)	5	72	2	(D)	1	(D)	1	(D)	1	(D)	5	
6	(D)	1	(D)	4	250	4	350	22	529	8	267	3	(D)	12	(D)	4	(D)	6	
22	2,120	29	1,803	36	2,278	47	10,520	83	3,624	60	5,685	21	1,120	54	3,875	18	303	7	
9	1,391	16	1,487	12	1,225	18	5,571	29	1,540	21	2,766	6	642	21	1,885	5	176	8	
3	112	2	(D)	2	(D)	5	786	7	264	6	374	1	(D)	3	224	6	62	9	
1	(D)	4	96	4	312	10	1,080	12	487	7	833	1	(D)	10	500	1	(D)	10	
9	(D)	7	(D)	18	(D)	14	3,083	35	1,353	26	1,712	13	(D)	20	1,266	6	(D)	11	
6	514	7	147	6	277	7	714	21	624	19	2,142	4	116	7	(D)	2	(D)	12	
18	707	17	642	15	785	20	3,917	32	1,234	38	2,980	6	469	26	3,530	10	73	13	
3	108	2	(D)	5	294	5	1,148	6	259	8	608	1	(D)	8	198	14	
15	599	15	(D)	10	491	15	2,769	26	975	30	2,372	5	(D)	18	3,332	10	73	15	
7	666	14	884	13	884	18	3,817	50	2,556	28	3,136	8	375	27	1,376	9	91	16	
3	395	11	830	8	631	12	2,491	19	1,407	13	1,539	3	263	19	(D)	8	(D)	17	
4	271	3	54	5	253	6	1,326	31	1,149	15	1,597	5	112	8	(D)	1	(D)	18	
7	663	2	(D)	8	313	15	2,183	18	660	13	784	3	172	18	535	6	(D)	19	
3	517	2	(D)	6	(D)	11	(D)	10	464	11	(D)	3	172	13	314	2	(D)	20	
4	146	2	(D)	4	(D)	8	196	2	(D)	5	221	4	16	21	
23	1,054	12	443	22	973	22	4,290	47	1,513	57	5,171	16	465	42	3,665	5	121	22	
2	(D)	4	224	5	405	8	1,927	10	482	14	1,691	2	(D)	13	1,047	1	(D)	23	
21	(D)	8	219	17	568	14	2,363	37	1,031	43	3,480	14	(D)	29	2,618	4	(D)	24	
3	(D)	3	116	2	(D)	8	697	6	331	5	96	6	129	6	45	25	
1	(D)	2	(D)	2	(D)	1	(D)	18	625	11	1,873	10	759	6	22	26	
25	4,261	28	2,108	32	2,161	48	12,586	76	3,422	86	9,756	16	1,403	70	6,044	33	535	27	
3	167	2	(D)	4	114	8	908	7	372	7	679	3	(D)	13	515	5	43	28	
3	235	5	358	7	588	6	2,408	12	487	7	1,810	2	(D)	11	(D)	8	72	29	
13	3,396	20	1,723	15	1,177	21	6,490	27	1,398	23	3,050	5	849	30	1,137	7	239	30	
6	463	1	(D)	6	282	13	2,780	30	1,165	49	4,217	6	183	16	(D)	13	181	31	
20	1,602	18	822	29	984	31	5,187	60	2,600	58	8,187	13	672	47	5,310	23	572	32	
3	(D)	11	665	6	414	11	3,097	8	386	8	1,032	3	281	20	(D)	7	255	33	
17	(D)	7	157	23	570	20	2,090	52	2,214	50	7,155	10	391	27	(D)	16	317	34	
20	1,592	35	2,255	28	1,960	29	8,504	61	2,781	38	3,274	12	858	39	2,983	13	222	35	
5	616	21	1,321	12	951	19	4,627	23	1,393	11	657	6	454	19	2,183	4	24	36	
4	563	12	(D)	15	(D)	10	3,877	16	867	22	2,272	4	(D)	13	247	7	(D)	37	
11	413	2	(D)	1	(D)	22	521	5	345	2	(D)	7	553	2	(D)	38	
12	573	5	235	8	205	6	830	19	748	21	1,395	4	101	22	995	6	60	39	
2	(D)	5	235	6	(D)	6	(D)	10	630	11	996	4	101	16	937	2	(D)	40	
10	(D)	2	(D)	...	(D)	9	118	10	399	6	58	4	(D)	41	
20	3,837	22	1,232	25	1,648	27	7,874	60	2,746	26	2,730	11	783	48	2,273	24	340	42	
10	3,089	21	(D)	17	1,485	22	7,465	48	2,496	14	1,812	9	(D)	36	1,788	18	314	43	
10	748	1	(D)	8	163	5	409	12	250	12	918	2	(D)	12	485	6	26	44	
10	639	6	437	5	633	11	3,116	19	1,189	10	2,004	3	400	30	1,438	6	103	45	
8	(D)	6	437	5	633	11	3,116	9	868	9	(D)	3	400	24	1,358	3	(D)	46	
2	(D)	10	321	1	(D)	6	80	3	(D)	47	
19	850	11	248	22	661	18	3,689	34	1,419	43	3,402	8	395	42	4,973	7	58	48	
5	263	5	121	9	222	7	923	7	200	7	705	2	(D)	9	(D)	4	34	49	
14	587	6	127	13	439	11	2,766	27	1,219	36	2,697	6	(D)	33	(D)	3	24	50	
9	528	5	205	4	232	5	1,470	18	1,529	5	(D)	2	(D)	6	238	4	14	51	
39	27,230	123	10,851	98	8,987	103	38,362	170	13,332	105	17,285	54	7,739	208	18,217	79	6,287	52	
14	12,073	52	5,867	37	4,374	45	17,056	61	5,053	35	4,144	19	3,838	81	6,584	26	2,733	53	
1	(D)	4	199	5	260	2	(D)	6	524	7	946	2	(D)	9	691	7	155	54	
11	13,469	42	2,920	30	2,518	25	12,993	39	2,979	20	4,130	20	2,367	69	5,410	29	2,694	55	
4	995	12	1,020	9	599	5	(D)	10	548	8	1,419	3	(D)	12	644	4	(D)	56	
2	(D)	8	648	5	270	11	3,645	11	1,789	7	1,753	4	490	13	632	5	(D)	57	
7	338	5	197	12	966	15	2,485	43	2,439	28	4,893	6	438	24	4,056	8	387	58	
24	9,354	43	4,059	34	5,183	42	14,805	105	6,342	85	10,803	19	2,083	87	7,218	39	913	59	
1	(D)	4	(D)	5	146	10	1,032	7	(D)	1	(D)	6	(D)	2	(D)	60	
11	8,710	36	3,836	24	4,514	25	11,343	56	3,597	33	4,795	14	1,580	58	3,883	25	462	61	
2	(D)	2	(D)	2	(D)	7	1,371	7	334	12	1,311	2	(D)	5	(D)	6	30	62	
10	532	5	(D)	4	77	5	1,945	32	1,329	33	(D)	2	(D)	18	1,449	6	(D)	63	
8	320	2	(D)	8	482	9	1,978	23	810	17	1,489	3	239	19	(D)	8	173	64	
17	6,851	49	3,934	28	4,203	51	13,195	92	4,577	46	6,155	16	2,181	88	7,332	31	634	65	
1	(D)	1	(D)	1	(D)	7	1,019	6	312	6	512	1	(D)	4	115	2	(D)	66	
11	6,645	45	3,724	23	3,860	38	10,914	57	3,024	17	2,754	13	2,038	71	4,390	21	552	67	
5	(D)	3	(D)	4	(D)	6	1,262	29	1,241	23	2,889	2	(D)	13	2,827	8	(D)	68	
59	18,033	148	16,131	103	10,433	90	42,344	232	18,419	109	22,709	54	7,949	293	20,557	95	8,886	69	
...	...	2	(D)	2	(D)	6	3,064	7	485	5	1,467	10	717	4	(D)	70	
1	(D)	5	116	1	(D)	5	484	4	254	2	(D)	13	373	71	
2	(D)	5	180	5	(D)	11	656	3	(D)	2	(D)	10	3,912	72	
2	(D)	22	2,361	15	2,041	16	10,535	14	1,469	12	3,957	6	1,096	25	2,297	13	(D)	73	
1	(D)	7	316	2	(D)	3	234	2	(D)	12	1,153	74	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Lake County—Con.												
2	Lake Forest.....	73	63	13,085	12,835	1,584	533	436	55	12	3,673	9	301
3	Libertyville.....	96	68	12,759	12,081	1,337	473	368	103	6	2,251	14	706
4	Mundelein.....	46	28	3,475	3,227	330	135	98	56	5	(D)	11	680
5	North Chicago.....	117	87	10,066	9,244	977	352	237	145	23	3,559	49	1,856
6	Waukegan.....	588	444	83,279	79,401	9,896	3,682	2,658	614	109	18,203	148	6,103
7	Zion.....	75	55	8,976	8,478	725	319	225	61	15	4,175	4	145
8	Remainder of County.....	723	463	57,880	51,802	5,066	1,805	1,326	819	99	14,770	288	10,982
9	La Salle County.....	1,502	1,028	132,479	122,709	12,417	5,051	3,793	1,649	259	29,256	386	14,829
10	La Salle.....	260	168	29,426	27,572	2,708	1,053	786	285	34	5,786	84	5,189
11	Marseilles.....	69	51	5,452	5,074	394	182	132	83	14	1,513	14	385
12	Mandota.....	107	85	10,339	9,867	1,025	421	312	109	16	2,635	14	662
13	Oglesby.....	57	35	3,333	2,699	195	81	42	62	15	1,123	11	323
14	Ottawa.....	310	230	33,688	32,356	3,579	1,376	1,049	328	47	7,149	85	2,919
15	Peru.....	132	76	7,205	6,153	682	280	195	147	34	1,710	31	798
16	Streator (part) ⁶	293	221	27,990	26,204	2,860	1,200	934	317	55	6,835	65	2,259
17	Remainder of County.....	274	162	15,046	12,784	974	458	341	318	44	2,505	82	2,294
18	Lawrence County.....	273	191	16,979	15,565	1,467	695	563	279	65	3,927	42	1,260
19	Lawrenceville.....	121	95	10,169	9,653	995	447	372	116	27	2,099	23	686
20	Remainder of County.....	152	96	6,810	5,912	472	248	191	163	38	1,828	19	574
21	Lee County.....	405	289	35,760	33,460	3,256	1,305	1,007	443	71	7,622	69	3,244
22	Dixon.....	212	162	25,109	24,185	2,399	990	747	237	29	5,203	32	2,033
23	Remainder of County.....	193	127	10,651	9,275	857	315	260	206	42	2,419	37	1,211
24	Livingston County.....	503	361	40,500	37,528	3,214	1,464	1,114	563	82	8,545	87	2,950
25	Dwight.....	72	52	5,791	5,435	405	209	142	84	10	1,392	15	388
26	Pontiac.....	158	118	15,836	15,014	1,407	621	464	171	25	3,061	25	928
27	Streator (part) ⁶	4	2	182	(D)	(D)	(D)	(D)	(D)	3	(D)
28	Remainder of County.....	269	189	18,691	(D)	(D)	(D)	(D)	(D)	44	(D)	47	1,634
29	Logan County.....	409	283	29,807	27,673	2,759	1,218	923	437	75	6,820	68	2,415
30	Lincoln.....	217	163	20,231	19,133	2,087	908	669	228	41	4,820	35	1,484
31	Remainder of County.....	192	120	9,576	8,540	672	310	254	209	34	2,000	33	931
32	McDonough County.....	405	289	40,666	38,840	3,281	1,522	1,177	457	67	6,698	69	2,003
33	Bushnell.....	90	70	6,832	6,602	476	230	180	98	15	1,573	18	41
34	Macomb.....	184	144	27,686	26,924	2,312	1,020	790	207	20	3,317	28	1,112
35	Remainder of County.....	131	75	6,148	5,314	493	272	207	152	32	1,808	23	410
36	McHenry County.....	813	547	76,747	70,617	6,626	2,403	1,819	943	125	18,065	203	7,421
37	Crystal Lake.....	99	71	14,828	14,398	1,442	453	351	96	19	3,672	22	1,064
38	Harvard.....	94	60	7,922	7,216	683	299	227	114	13	2,062	14	604
39	Marengo.....	77	51	5,655	5,021	394	184	134	93	11	1,514	18	635
40	Woodstock.....	131	99	16,827	15,915	1,515	529	412	132	26	4,190	21	592
41	Remainder of County.....	412	266	31,515	28,067	2,592	938	695	508	56	6,407	128	4,376
42	McLean.....	931	681	95,946	90,652	10,567	4,271	3,381	932	154	19,727	180	6,335
43	Bloomington.....	522	408	65,962	63,320	7,995	3,225	2,578	503	80	13,029	108	4,232
44	Normal.....	75	51	5,889	5,565	678	310	172	76	14	1,558	14	653
45	Remainder of County.....	334	222	24,095	21,767	1,894	736	631	353	60	5,150	58	1,450
46	Mason County.....	1,073	761	133,217	128,095	15,392	6,143	5,081	1,117	175	28,789	209	11,478
47	Decatur.....	889	635	121,054	117,184	14,455	5,677	4,706	894	147	26,671	176	10,164
48	Remainder of County.....	184	126	12,163	10,911	937	466	375	223	28	2,118	33	1,314
49	Macoupin County.....	719	409	39,471	34,305	2,917	1,331	1,044	796	135	10,822	181	3,380
50	Carlinville.....	126	90	10,171	9,393	795	349	276	143	22	2,255	22	525
51	Gillespie.....	82	46	5,204	4,502	395	173	131	83	21	1,701	22	333
52	Stanton.....	98	58	5,685	5,159	489	181	154	100	21	2,224	30	386
53	Virden.....	75	43	4,251	3,725	283	148	115	80	7	1,059	16	328
54	Remainder of County.....	338	172	14,160	11,526	955	480	368	390	64	3,583	91	1,808
55	Madison County.....	2,265	1,533	196,413	182,697	20,439	7,960	5,924	2,349	500	55,508	585	17,823
56	Alton.....	499	379	60,593	58,353	7,258	2,915	2,046	481	105	16,072	106	3,865
57	Collinsville (part) ⁷	203	133	17,796	16,654	1,703	642	468	205	33	4,526	63	1,764
58	East Alton.....	80	62	9,468	8,816	838	227	191	91	21	2,765	17	798
59	Edwardsville.....	157	113	15,774	14,834	1,788	667	510	140	33	4,338	32	1,000
60	Granite City.....	400	248	31,840	29,192	3,328	1,207	912	420	102	10,204	94	2,582
61	Highland.....	84	58	6,832	5,972	558	251	177	87	13	1,974	19	470
62	Madison.....	171	107	9,805	8,739	922	394	287	191	32	3,122	72	1,630
63	Venice.....	54	24	2,177	1,629	155	76	52	60	23	1,225	20	463
64	Wood River.....	157	119	17,548	16,666	1,855	607	511	167	30	4,104	28	1,248
65	Remainder of County.....	460	290	24,580	21,842	2,034	934	734	507	108	7,178	134	4,003
66	Marion County.....	577	411	43,943	40,625	4,544	1,966	1,560	587	122	10,004	118	2,954
67	Centralia (part) ¹	263	201	24,403	23,003	2,794	1,133	891	255	61	5,226	51	1,353
68	Salmon.....	105	91	10,955	10,769	1,144	499	401	117	17	2,504	14	640
69	Remainder of County.....	209	119	8,585	6,853	606	334	268	215	44	2,274	53	971
70	Marshall County.....	182	136	12,771	11,953	943	453	328	202	18	2,176	43	1,221
71	Mason County.....	286	194	18,653	16,961	1,481	704	575	308	41	3,652	70	1,974
72	Havana.....	129	93	8,324	7,810	786	354	298	139	19	1,891	32	933
73	Remainder of County.....	157	101	10,329	9,151	695	350	277	169	22	1,761	38	991
74	Massac County.....	207	135	15,715	14,245	1,149	590	487	227	42	3,139	54	1,248
75	Metropolis.....	147	101	13,513	12,513	1,025	506	419	168	28	2,695	34	819
76	Remainder of County.....	60	34	2,202	1,732	124	84	68	59	14	444	20	429
77	Menard County.....	116	86	8,160	7,600	698	304	234	117	22	1,857	21	714

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

¹Centralia is in Clinton and Marion counties.⁶Streator is in La Salle and Livingston counties.⁷Collinsville is in Madison and St. Clair counties.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
4	(D)	8	855	6	470	5	3,069	5	492	5	905	3	926	14	1,090	2	(O)	1	
5	427	12	707	6	332	6	4,357	12	785	7	1,692	5	477	17	985	6	40	2	
...	...	1	(D)	5	94	7	533	3	720	2	(D)	6	174	6	78	3	
3	(D)	4	305	3	(D)	1	(D)	16	1,278	2	(O)	2	(D)	11	820	3	(D)	4	
15	13,026	55	9,780	41	5,749	21	12,618	52	4,412	21	3,240	14	2,906	81	4,630	31	2,612	5	
5	532	10	598	2	(D)	2	(D)	11	1,026	5	(D)	15	759	6	220	6	
21	1,270	17	858	20	1,111	28	7,172	89	6,565	42	7,947	16	1,247	79	3,647	24	2,311	7	
44	9,775	121	8,320	91	7,080	93	24,582	124	7,288	120	14,561	39	4,237	161	10,535	64	2,016	8	
2	1,958	29	2,422	14	2,013	17	7,186	22	1,114	13	1,628	7	751	26	1,277	6	102	9	
8	(D)	3	(D)	5	284	7	1,641	5	466	3	420	2	(O)	7	235	7	107	10	
4	390	9	560	6	152	9	2,093	9	634	18	2,235	3	199	9	575	10	204	11	
1	(O)	10	439	2	(D)	5	666	2	(D)	7	245	4	194	12	
11	4,243	26	2,016	21	1,996	23	6,499	19	1,625	13	2,184	13	1,787	44	2,890	8	380	13	
4	174	5	309	11	810	3	(O)	11	594	5	937	2	(D)	15	672	11	289	14	
8	2,537	37	2,283	18	1,497	23	5,508	21	1,615	24	2,188	4	674	33	2,192	5	402	15	
6	(D)	2	(O)	16	328	9	745	37	1,246	39	4,303	6	408	20	2,449	13	338	16	
13	1,109	11	509	22	1,018	10	2,386	42	2,167	22	2,453	7	467	28	1,600	11	83	17	
4	692	9	(D)	13	709	6	(D)	15	888	9	955	3	313	10	1,136	2	(D)	18	
9	417	2	(D)	9	309	4	(D)	27	1,279	13	1,498	4	154	18	464	9	(D)	19	
13	2,662	35	1,815	23	1,306	25	7,256	42	2,535	47	4,652	8	929	45	3,250	27	489	20	
6	2,342	26	1,704	14	1,005	15	5,696	18	1,515	16	2,016	5	801	32	2,421	19	373	21	
7	320	9	111	9	301	10	1,560	24	1,020	31	2,636	3	128	13	829	8	116	22	
23	2,355	34	1,543	20	1,207	38	7,766	52	2,514	79	8,351	17	805	55	4,323	16	141	23	
3	216	8	237	6	276	8	1,354	6	(D)	7	1,086	...	(O)	6	407	3	53	24	
4	1,151	18	1,102	6	683	12	3,050	9	578	22	2,662	5	431	24	2,144	8	46	25	
...	1	(O)	26	
16	988	8	204	8	248	18	3,362	36	1,587	50	4,603	12	(D)	25	1,772	5	42	27	
13	1,991	14	1,230	32	1,605	21	5,817	65	2,855	43	4,152	8	579	47	2,130	19	213	28	
7	1,844	15	1,151	23	1,407	15	4,920	29	1,671	13	2,238	5	450	26	1,184	18	62	29	
6	147	3	79	9	198	6	897	36	1,184	30	2,914	3	129	21	946	11	151	30	
20	3,064	22	1,605	27	1,872	32	7,505	50	2,026	44	5,619	8	875	47	9,115	19	284	31	
6	585	6	142	4	(D)	12	1,982	6	354	10	1,247	2	(O)	7	72	4	(D)	32	
6	2,351	16	1,463	17	1,330	15	5,038	20	1,000	13	2,474	4	714	31	8,646	14	241	33	
8	128	6	(D)	5	485	24	672	21	1,898	2	(D)	9	397	1	(O)	34	
28	3,751	46	2,345	58	2,875	57	16,299	86	5,246	78	11,464	25	2,178	75	6,168	32	1,085	35	
3	373	6	355	10	531	8	4,617	6	631	10	2,685	3	430	8	226	4	44	36	
5	322	5	358	11	277	7	1,373	12	938	9	1,087	3	306	12	519	3	56	37	
2	(D)	8	185	5	217	5	978	7	326	7	1,294	3	154	5	227	3	(D)	38	
4	(D)	13	812	16	1,217	10	3,259	12	1,055	8	1,434	3	(D)	12	1,775	6	348	39	
14	1,205	14	635	16	633	27	6,072	49	2,296	41	4,964	13	(D)	38	3,421	16	571	40	
35	11,690	57	4,702	64	4,843	52	15,236	121	7,829	73	10,320	28	2,934	115	11,364	52	956	41	
16	10,008	47	4,307	41	3,822	34	12,125	58	4,192	25	5,364	16	2,580	59	5,451	38	852	42	
2	(O)	2	(D)	7	507	1	(D)	6	385	6	373	1	(D)	14	1,825	8	48	43	
17	(D)	8	(D)	16	514	17	(D)	57	3,252	42	4,583	11	(D)	42	4,088	6	56	44	
33	18,357	74	7,481	63	6,696	53	27,241	142	8,912	74	8,592	24	2,828	147	10,891	79	1,952	45	
28	18,155	74	7,481	49	6,275	50	26,330	103	6,879	47	5,428	23	(D)	127	(D)	65	1,641	46	
5	202	14	421	3	911	39	2,033	27	3,164	1	(D)	20	(D)	14	311	47	
37	1,719	43	1,178	29	1,421	47	8,893	82	3,154	64	5,855	17	777	72	2,111	12	161	48	
6	382	8	338	9	610	11	2,689	12	629	13	1,862	5	190	15	(D)	3	(D)	49	
3	195	3	148	5	140	6	1,723	5	238	6	466	2	(O)	7	85	1	(O)	50	
3	122	6	183	2	(D)	9	1,271	5	472	8	466	2	(D)	12	155	...	(O)	51	
3	296	15	259	5	(D)	4	990	6	211	6	706	3	104	8	(D)	2	(O)	52	
21	724	11	250	8	275	17	2,220	54	1,604	31	2,355	5	183	30	1,116	6	42	53	
63	14,069	124	10,394	85	10,114	125	38,165	230	14,332	141	17,141	68	5,650	249	11,285	95	1,932	54	
12	6,958	41	4,951	22	4,752	30	11,610	40	2,640	22	3,810	18	1,637	81	3,516	22	782	55	
3	594	13	858	5	425	14	5,061	16	1,031	11	1,719	6	622	22	1,006	17	190	56	
1	(D)	4	347	11	1,870	8	1,845	4	951	3	289	7	(D)	4	28	57	
4	739	17	1,043	6	643	8	3,170	16	1,048	13	2,124	4	693	13	789	11	187	58	
13	2,229	19	1,424	18	1,408	24	6,808	44	2,266	27	2,602	8	860	44	1,379	7	78	59	
3	361	4	187	3	107	8	(D)	9	450	9	1,056	2	(D)	7	755	7	154	60	
5	685	7	496	8	1,145	3	(D)	9	630	4	(D)	7	368	18	821	6	269	61	
...	5	319	1	(D)	1	(O)	1	(D)	3	56	62	
5	(D)	19	1,333	6	944	15	5,273	19	1,175	6	1,116	7	638	18	(D)	4	42	63	
17	1,193	4	102	13	343	12	2,914	64	2,928	44	3,330	12	431	38	2,012	14	146	64	
24	3,802	34	2,262	25	2,251	27	8,501	98	4,388	42	4,852	14	1,554	58	3,662	15	296	65	
8	2,450	23	1,660	14	1,272	16	5,152	29	1,705	15	2,809	8	1,140	30	1,203	8	58	66	
4	713	10	(D)	7	789	6	1,878	21	1,412	7	936	3	350	13	935	3	(D)	67	
12	639	1	(O)	4	193	5	1,096	48	1,271	20	1,107	3	64	15	931	4	(D)	68	
10	795	8	177	12	318	13	2,494	22	919	35	3,615	5	332	12	678	4	46	69	
12	901	11	367	8	403	23	2,759	39	1,649	33	2,680	11	388	32	2,812	6	68	70	
4	269	8	238	7	(D)	14	1,268	14	735	15	1,561	5	138	11	(D)	71	
8	632	3	129	1	(D)	9	1,491	25	914	18	2,119	6	250	21	(D)	6	...	72	
9	505	10	853	9	705	12	4,03,												

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Sales	Establishments	Sales
		(Number)	(Number)	(\$1,000)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)
1	Mercer County.....	223	153	15,091	13,455	1,099	501	386	270	32	2,861	38	9,00
2	Aledo.....	97	71	7,815	7,211	655	282	210	113	12	1,022	11	357
3	Remainder of County.....	126	82	7,276	6,244	444	219	176	157	20	1,779	27	541
4	Monroe County.....	216	136	15,166	13,920	1,326	563	432	212	36	2,725	60	1,267
5	Waterloo.....	84	62	6,057	5,621	613	262	188	77	20	1,475	19	429
6	Remainder of County.....	132	74	9,109	8,299	713	301	244	135	16	1,250	41	838
7	Montgomery County.....	452	314	30,573	28,143	2,785	1,155	926	472	99	7,491	101	2,506
8	Hillsboro.....	97	69	8,427	7,759	888	369	288	103	18	2,250	17	333
9	Litchfield.....	130	100	9,352	8,814	941	376	298	128	30	2,626	20	639
10	Nokomis.....	64	42	3,806	3,500	309	130	102	69	11	969	15	205
11	Remainder of County.....	161	103	8,988	8,070	647	280	238	172	40	1,646	49	1,327
12	Morgan County.....	70	348	46,730	44,234	4,386	1,913	1,537	465	78	7,825	83	3,168
13	Jacksonville.....	311	241	36,075	34,643	3,713	1,550	1,260	297	46	5,990	56	2,336
14	Remainder of County.....	159	107	10,655	9,591	673	363	277	168	32	1,835	27	832
15	Moultrie County.....	158	114	13,068	12,278	958	395	325	177	29	2,371	20	620
16	Sullivan.....	73	57	6,251	5,935	549	229	192	78	15	1,682	7	241
17	Remainder of County.....	85	57	6,817	6,343	409	166	133	99	14	689	13	379
18	Ogle County.....	441	299	37,120	34,148	3,097	1,219	928	487	60	7,771	87	2,838
19	Mt. Morris.....	36	30	2,777	2,695	214	85	57	38	4	(D)	9	273
20	Oregon.....	81	59	8,887	8,471	734	281	203	83	12	2,230	20	499
21	Rochelle.....	108	78	10,084	9,372	911	373	292	120	11	2,136	18	624
22	Remainder of County.....	216	132	15,372	13,610	1,238	480	376	246	33	(D)	40	1,442
23	Peoria County.....	1,054	1,434	223,596	215,518	26,915	11,028	8,175	1,943	340	43,217	475	18,076
24	Chillicothe.....	90	54	9,196	8,720	721	288	230	103	20	1,740	19	442
25	Peoria.....	1,469	1,107	186,669	180,941	23,629	9,577	7,169	1,434	253	35,909	340	13,628
26	Peoria Heights.....	47	31	3,170	3,010	270	124	75	52	11	1,147	16	371
27	Remainder of County.....	348	242	24,561	22,847	2,295	1,039	701	354	56	4,421	100	3,635
28	Perry County.....	284	200	16,372	15,222	1,439	686	556	311	61	4,295	52	1,128
29	Du Quoin.....	137	97	8,559	8,047	844	394	315	140	32	2,231	24	569
30	Pineknayville.....	81	63	5,265	4,939	438	220	177	101	19	1,399	12	363
31	Remainder of County.....	66	40	2,548	2,236	157	72	64	70	10	665	16	196
32	Piatt County.....	164	124	12,692	11,912	908	394	310	184	25	2,600	27	925
33	Monticello.....	60	38	4,767	4,425	408	176	136	65	9	1,134	9	3-2
34	Remainder of County.....	104	86	7,925	7,487	500	218	174	119	16	1,466	18	623
35	Pike County.....	285	177	19,385	17,325	1,529	679	569	332	60	4,223	39	1,193
36	Pittsfield.....	86	70	10,255	9,885	939	371	335	104	11	1,551	10	332
37	Remainder of County.....	199	107	9,130	7,440	590	308	234	228	49	2,672	29	661
38	Pope County.....	55	29	3,180	2,758	154	77	63	58	20	797	6	148
39	Pulaski County.....	141	89	6,101	5,385	356	201	155	155	38	1,266	32	649
40	Putnam County.....	74	34	2,584	1,734	127	65	53	90	10	672	34	680
41	Randolph County.....	221	273	22,759	19,923	1,701	856	626	447	86	5,856	89	2,091
42	Chester.....	89	69	6,902	6,424	559	252	195	104	15	1,708	18	618
43	Sparta.....	89	61	4,785	4,253	399	206	137	82	22	1,191	19	375
44	Remainder of County.....	243	143	11,072	9,246	743	398	294	261	49	2,957	52	1,098
45	Richland County.....	205	139	17,211	16,263	1,621	712	584	216	48	3,436	25	854
46	Olney.....	166	114	15,089	14,373	1,485	645	531	173	36	2,855	23	(D)
47	Remainder of County.....	39	25	2,122	1,890	136	67	53	43	12	581	2	(D)
48	Rock Island County.....	1,503	1,111	153,942	146,048	16,564	6,666	5,097	1,569	244	37,699	433	18,018
49	East Moline.....	162	130	14,864	14,188	1,381	579	426	190	15	5,066	66	2,288
50	Moline.....	527	395	63,458	60,968	7,044	2,878	2,153	509	94	15,193	128	5,735
51	Rock Island.....	558	426	58,976	56,128	6,762	2,630	2,077	567	104	14,286	157	6,598
52	Silvis.....	51	33	4,503	4,173	344	122	91	67	6	1,364	11	471
53	Remainder of County.....	205	127	12,141	11,591	1,033	457	350	236	25	1,790	71	2,926
54	St. Clair County.....	2,481	1,703	212,899	198,957	22,963	9,111	7,465	2,592	572	55,115	673	23,547
55	Alorton.....	4	4	273	273	16	10	10	5	1	(D)
56	Belleville.....	562	380	57,318	53,578	6,704	2,771	2,281	586	125	12,719	130	5,027
57	Brooklyn.....	4	2	209	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)
58	Collinsville (part).....	16	8	1,041	753	71	30	24	25	5	649	3	127
59	East St. Louis.....	1,223	853	116,972	110,568	12,833	4,785	3,971	1,248	309	31,367	319	11,865
60	Macouba.....	61	41	4,430	4,032	371	154	118	64	21	1,214	11	331
61	O'Fallon.....	60	38	3,925	3,719	385	128	97	66	11	968	11	281
62	Washington Park.....	12	10	699	(D)	(D)	(D)	(D)	(D)	4	208	4	(D)
63	Remainder of County.....	537	367	28,032	25,206	2,527	1,200	944	577	94	7,669	193	5,760
64	Saline County.....	373	263	28,222	26,362	2,409	1,097	858	412	102	6,851	43	789
65	Eldorado.....	79	59	6,108	5,762	445	218	157	105	15	1,512	7	168
66	Harrisburg.....	186	140	16,377	15,585	1,553	676	542	187	48	3,748	24	440
67	Remainder of County.....	108	64	5,737	5,015	411	203	159	120	39	1,591	12	181
68	Sangamon County.....	1,593	1,139	179,013	170,303	20,361	8,517	6,925	1,650	286	35,180	454	17,662
69	Springfield.....	1,211	913	155,692	150,088	18,666	7,717	6,318	1,212	209	30,512	348	14,294
70	Remainder of County.....	382	226	23,021	20,215	1,695	800	607	438	77	4,668	106	3,368
71	Schuyler County.....	110	72	7,198	6,544	500	244	212	121	30	1,582	14	445
72	Rushville.....	73	65	6,063	5,913	543	221	196	76	13	1,265	9	377
73	Remainder of County.....	37	7	1,135	631	37	23	16	45	17	297	5	71
74	Scott County.....	88	54	7,356	6,916	502	227	189	101	15	1,130	14	372

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Collinsville is in Madison and St. Clair counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
18	946	7	183	19	606	10	2,835	31	1,241	30	2,735	9	352	25	2,434	4	50	1
6	582	7	183	10	326	7	2,253	10	616	13	1,190	3	221	14	(D)	4	(D)	2
12	364	9	280	3	582	21	625	17	1,545	6	131	11	(D)	...	(D)	3
13	1,246	7	151	5	(D)	15	3,544	17	508	19	1,894	2	(D)	29	2,979	13	370	4
5	212	5	(D)	4	205	6	1,374	2	(D)	8	671	1	(D)	14	1,223	5
8	1,034	2	(D)	1	(D)	9	2,170	15	(D)	11	1,223	1	(D)	15	1,756	13	370	6
9	911	28	1,590	20	1,357	32	6,992	47	2,135	48	4,945	12	632	41	1,904	15	108	7
2	(D)	9	694	5	394	13	1,812	10	540	9	1,502	2	(D)	10	495	2	(D)	8
4	596	11	717	9	(D)	10	1,953	10	682	12	678	3	(D)	12	347	9	82	9
1	(D)	5	(D)	4	107	4	1,011	5	160	8	733	2	(D)	7	394	2	(D)	10
2	(D)	3	(D)	2	(D)	5	2,216	22	753	19	2,032	5	84	12	668	2	(D)	11
19	3,957	37	3,016	25	1,872	39	11,157	54	2,657	32	4,835	9	893	80	7,176	14	174	12
9	3,639	33	2,920	17	1,638	32	9,903	30	1,946	16	2,528	6	765	56	4,252	10	158	13
10	318	4	96	8	234	7	1,254	24	711	16	2,307	3	128	24	2,924	4	16	14
11	520	10	363	11	803	9	1,739	21	910	17	3,001	4	140	21	2,524	5	77	15
5	288	7	224	6	321	6	1,267	8	469	7	709	1	(D)	9	966	2	(D)	16
6	232	3	139	5	482	3	472	13	441	10	2,292	3	(D)	12	1,558	3	(D)	17
21	882	28	1,463	26	1,157	33	7,605	51	2,686	55	6,709	14	725	51	5,042	15	242	18
2	(D)	4	169	3	75	1	(D)	4	267	3	238	2	(D)	4	(D)	19
2	(D)	5	335	9	228	6	1,719	8	570	5	880	4	(D)	9	(D)	1	(D)	20
2	(D)	11	791	7	502	12	2,963	12	702	12	1,238	3	220	13	482	7	(D)	21
15	335	2	168	7	352	14	(D)	27	1,147	35	4,353	5	213	25	1,918	7	106	22
65	35,023	127	13,853	119	12,724	93	43,231	226	13,691	112	13,569	65	7,298	225	16,284	107	6,630	23
2	(D)	4	186	8	242	6	4,928	8	389	11	607	2	(D)	8	(D)	2	(D)	24
46	32,972	116	12,880	93	11,353	68	35,901	166	10,492	63	7,334	55	6,744	184	13,151	85	6,305	25
2	(D)	1	(D)	1	(D)	3	251	4	293	4	381	1	(D)	3	(D)	1	(D)	26
15	1,196	6	(D)	17	(D)	16	2,151	48	2,517	34	5,247	7	367	30	2,914	19	291	27
14	951	17	943	13	911	17	3,071	45	1,726	21	1,793	8	580	25	724	11	250	28
3	488	12	772	7	(D)	10	1,696	14	712	9	766	5	401	12	204	9	(D)	29
3	182	3	(D)	4	169	7	1,375	16	578	7	525	2	(D)	6	350	2	(D)	30
8	281	2	(D)	2	(D)	15	436	5	502	1	(D)	7	170	31
5	235	4	156	3	199	15	1,911	21	924	34	3,910	7	293	18	1,473	5	66	32
2	(D)	2	(D)	2	(D)	7	1,054	8	314	10	1,129	2	(D)	8	267	1	(D)	33
3	(D)	2	(D)	1	(D)	8	857	13	610	24	2,781	5	(D)	10	1,206	4	(D)	34
21	816	9	859	13	1,036	12	2,995	43	1,642	32	3,433	8	388	43	2,720	5	80	35
2	(D)	7	(D)	5	673	9	2,492	9	641	12	1,419	2	(D)	18	1,479	1	(D)	36
19	(D)	2	(D)	8	363	3	503	34	1,001	20	2,014	6	(D)	25	1,241	4	(D)	37
4	178	1	(D)	4	56	3	1,204	9	204	4	(D)	1	(D)	3	164	38
12	767	4	60	4	62	7	1,437	16	409	14	611	4	179	5	328	5	33	39
2	(D)	1	(D)	1	(D)	9	250	8	305	1	(D)	6	386	2	(D)	40
25	1,647	28	922	26	1,240	25	4,969	42	2,005	39	2,449	11	506	32	791	18	283	41
4	260	8	441	4	512	7	1,331	7	510	11	464	4	(D)	7	204	2	(D)	42
3	129	8	197	6	324	6	1,515	4	242	6	277	3	(D)	8	308	4	(D)	43
18	1,258	11	284	16	404	11	1,520	31	1,253	22	1,708	4	153	17	279	12	158	44
7	1,164	16	807	12	759	14	3,436	26	1,695	18	3,060	6	443	28	1,372	5	175	45
4	(D)	15	(D)	11	(D)	10	2,930	19	1,515	15	(D)	4	(D)	24	1,011	5	175	46
3	(D)	1	(D)	1	(D)	4	506	7	180	3	(D)	2	(D)	4	361	47
46	14,639	116	7,522	80	6,184	76	28,275	172	10,362	64	10,277	41	5,138	166	12,435	65	3,393	48
5	584	12	600	7	(D)	5	1,456	19	796	11	2,048	3	456	16	814	3	(D)	49
20	8,428	50	3,216	35	2,847	29	13,965	60	4,148	15	1,979	13	2,105	61	4,638	22	1,204	50
16	5,359	44	3,501	27	2,487	33	11,442	45	3,578	13	2,382	21	2,280	66	5,346	32	1,717	51
...	...	2	(D)	...	(D)	3	119	14	627	6	1,218	1	(D)	7	397	1	(D)	52
5	268	8	(D)	11	239	6	1,293	34	1,213	19	2,650	3	(D)	16	1,240	7	142	53
47	15,369	131	11,012	109	10,810	115	39,366	258	15,363	134	16,592	73	5,822	276	16,375	93	3,528	54
1	(D)	2	(D)	55
9	3,512	36	3,813	31	4,763	35	11,070	54	4,105	25	5,131	17	1,817	64	3,111	36	2,250	56
...	57
...	...	2	(D)	1	(D)	2	(D)	1	(D)	2	(D)	58
22	11,026	68	6,465	56	5,300	46	22,379	117	7,447	61	6,016	46	3,414	143	10,712	38	981	59
1	(D)	2	(D)	1	(D)	6	1,462	8	308	4	527	2	(D)	5	185	60
3	116	4	179	7	218	4	(D)	4	160	3	298	1	(D)	5	(D)	7	76	61
...	1	(D)	3	320	62
11	(D)	19	370	13	(D)	24	(D)	72	3,216	37	(D)	7	356	55	1,581	12	221	63
20	2,364	22	1,697	16	1,568	25	7,048	52	2,777	25	2,564	14	840	46	1,668	8	56	64
2	(D)	3	(D)	3	(D)	7	1,177	14	674	5	749	3	165	14	533	6	(D)	65
9	1,297	15	1,432	10	1,032	15	4,459	25	1,706	13	1,118	8	602	17	(D)	2	(D)	66
9	(D)	4	(D)	3	(D)	3	1,422	13	397	7	697	3	73	15	(D)	67
40	21,705	90	11,324	71	10,913	58	28,172	179	12,629	96	17,034	48	6,537	175	13,381	96	4,476	68
25	21,041	85	11,255	63	10,724	47	25,966	117	9,820	49	11,618	38	6,126	154	10,703	76	3,933	69
15	664	5	69	8	189	11	2,206	62	2,809	47	5,416	10	411	21	2,678	20	543	70
10	507	3	141	5	153	4	947	18	707	12	1,792	2	(D)	10	751	2	(D)	71
6	413	3	141	5	153	4	947	12	585	11	(D)	2	(D)	8	(D)	72
4	94	6	122	1	(D)	2	(D)	73
8	227	4	279	1	(D)	5	(D)	15	479	14	1,268	3	86	8	899	1	(D)	74

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Shelby County.....	250	162	14,693	13,437	1,181	515	403	266	50	3,050	36	826
2	Shelbyville.....	91	67	7,724	7,238	687	260	216	99	18	1,707	11	323
3	Remainder of County.....	159	95	6,969	6,199	494	255	187	167	32	1,343	25	503
4	Stark County.....	123	79	7,852	6,812	481	207	167	134	29	1,831	24	609
5	Stephenson County.....	505	359	53,276	50,324	5,386	2,129	1,659	537	86	9,593	95	3,618
6	Freeport.....	343	267	44,783	43,123	4,815	1,897	1,495	364	55	8,232	68	2,952
7	Remainder of County.....	162	92	8,493	7,201	571	232	164	173	31	1,361	27	666
8	Tazewell County.....	799	567	73,439	68,065	6,200	2,584	1,959	891	147	22,670	205	6,739
9	Crevecoeur.....	44	30	2,213	2,023	155	93	67	50	8	1,022	17	395
10	East Peoria.....	149	99	12,143	11,217	1,015	436	323	180	29	5,553	46	1,623
11	Morton.....	50	46	6,639	6,525	579	227	170	63	8	1,806	12	427
12	Pekin.....	285	213	33,023	31,119	3,065	1,262	975	297	58	9,129	53	2,012
13	Washington.....	64	40	6,557	5,255	451	176	135	74	15	2,340	12	392
14	Remainder of County.....	207	139	12,864	11,926	935	390	289	227	29	2,820	65	1,890
15	Union County.....	205	149	13,845	12,745	1,078	492	394	216	41	3,176	25	622
16	Anna.....	100	80	8,627	8,295	762	338	276	104	16	1,495	9	326
17	Remainder of County.....	105	69	5,218	4,450	316	154	118	112	25	1,681	16	296
18	Vermilion County.....	1,061	731	116,665	111,735	12,836	5,392	4,295	1,073	193	35,605	220	7,402
19	Danville.....	547	389	83,216	80,528	10,186	4,134	3,301	511	99	26,853	109	4,250
20	Georgetown.....	44	34	3,166	2,910	230	124	93	47	10	1,183	10	213
21	Hoopeston.....	113	79	9,206	8,260	813	340	274	113	24	2,349	17	399
22	Westville.....	66	50	4,083	3,667	366	176	141	74	8	962	25	577
23	Remainder of County.....	291	179	16,994	15,370	1,241	618	486	328	52	4,258	59	1,963
24	Wabash County.....	210	136	15,518	13,980	1,327	594	482	231	42	3,486	39	1,081
25	Mount Carmel.....	162	120	13,862	13,018	1,254	560	455	181	31	3,112	29	930
26	Remainder of County.....	48	16	1,656	962	73	34	27	50	11	374	10	151
27	Warren County.....	281	203	26,020	24,558	2,491	1,024	824	299	47	5,229	33	1,228
28	Mommsouth.....	189	139	19,686	18,904	2,029	838	675	190	22	4,028	25	979
29	Remainder of County.....	92	64	6,334	5,654	462	186	109	109	25	1,201	8	249
30	Washington County.....	223	135	16,506	14,994	982	505	413	228	40	2,376	58	1,226
31	Wayne County.....	240	148	16,412	14,244	1,185	533	440	256	47	2,973	25	675
32	Fairfield.....	129	89	10,937	10,181	906	371	317	137	25	2,118	13	470
33	Remainder of County.....	111	59	5,475	4,063	279	162	123	119	22	855	12	205
34	White County.....	302	214	21,630	20,032	1,699	828	705	333	62	4,419	36	1,340
35	Carroll.....	141	113	12,931	12,357	1,071	511	432	155	23	2,161	15	607
36	Remainder of County.....	161	101	8,699	7,675	628	317	273	178	39	2,258	21	733
37	Whiteside County.....	621	459	58,477	55,245	5,007	2,083	1,641	675	114	14,265	117	4,191
38	Fulton.....	58	40	3,000	2,696	206	95	64	69	14	854	14	343
39	Morrison.....	82	64	6,269	6,099	544	215	156	89	10	1,153	12	240
40	Rock Falls.....	100	70	7,387	6,347	579	280	209	112	28	2,734	23	883
41	Sterling.....	217	167	26,824	25,764	2,591	1,062	875	215	35	6,398	32	1,319
42	Remainder of County.....	164	118	14,997	14,339	1,087	431	337	190	27	3,126	36	1,406
43	Will County.....	1,454	990	162,680	151,332	17,690	6,371	4,893	1,598	295	40,900	386	14,512
44	Joliet.....	917	617	119,086	111,558	13,873	4,890	3,753	956	194	30,422	236	8,521
45	Lockport.....	93	63	7,385	6,723	619	259	191	120	24	3,391	18	532
46	Steger (part) ²	14	6	668	450	42	23	20	18	2	(D)	4	159
47	Wilmetton.....	68	54	5,778	5,400	460	187	148	81	13	1,404	15	553
48	Remainder of County.....	362	250	29,763	27,201	2,696	1,012	781	423	62	(D)	113	4,747
49	Williamson County.....	570	340	37,646	34,024	3,551	1,478	1,166	568	143	9,717	95	2,209
50	Cartersville.....	39	19	1,922	1,628	167	78	61	34	13	781
51	Herrin.....	140	98	13,169	12,657	1,263	537	393	151	31	3,046	21	649
52	Johnston City.....	57	35	2,658	2,214	176	82	70	57	17	1,068	10	119
53	Marion.....	230	136	15,520	13,980	1,605	629	523	215	56	3,851	38	859
54	Remainder of County.....	104	52	4,377	3,545	340	152	119	111	26	971	26	586
55	Winnebago County.....	1,730	1,208	204,591	190,207	23,458	8,582	6,673	1,956	352	41,975	356	19,144
56	Loves Park.....	73	45	7,060	6,580	780	313	253	83	6	960	11	1,041
57	Rockford.....	1,339	979	176,247	165,133	20,804	7,531	5,900	1,456	285	35,640	273	14,595
58	South Beloit.....	63	43	5,417	4,979	421	176	129	78	14	2,073	25	988
59	Remainder of County.....	255	141	15,867	13,515	1,453	562	391	339	47	3,302	47	2,520
60	Woodford County.....	300	216	27,611	26,233	2,147	862	643	342	52	3,857	60	1,595

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

²Steger is in Cook and Will counties.

Payroll, and Personnel

General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		Line No.
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
17	828	11	532	7	235	14	3,313	33	1,217	30	2,726	8	330	36	1,552	8	84	1
4	174	8	392	3	213	7	1,992	8	387	8	1,246	2	(D)	20	1,110	2	(D)	2
13	654	3	140	4	22	7	1,321	25	830	22	1,480	6	(D)	16	442	6	(D)	3
2	(D)	9	196	6	279	8	1,404	12	395	17	2,046	5	178	9	795	2	(D)	4
15	4,868	43	4,007	32	2,871	30	10,642	52	2,609	54	7,201	10	1,231	59	5,789	29	847	5
11	4,655	38	3,872	26	2,645	20	9,793	33	2,058	21	4,150	6	1,085	42	4,608	23	733	6
4	213	5	135	6	226	10	849	19	551	33	3,051	4	146	17	1,181	6	114	7
27	4,274	35	2,138	39	2,012	50	12,994	106	4,905	67	8,927	16	1,425	79	7,238	28	517	8
1	(D)	1	(D)	3	(D)	1	(D)	7	233	3	332	3	27	9
6	965	2	(D)	4	154	7	(D)	24	1,454	8	893	1	(D)	13	942	9	84	10
1	(D)	4	236	5	379	3	1,911	4	365	7	985	2	(D)	4	237	11
10	2,651	19	1,518	16	1,001	24	6,944	33	1,771	20	2,686	4	774	37	4,172	11	365	12
1	(D)	4	164	5	179	4	1,775	8	272	6	1,007	2	(D)	5	144	2	(D)	13
8	382	5	143	6	(D)	11	1,969	30	810	23	2,624	7	235	17	1,716	6	(D)	14
7	435	17	734	8	533	16	3,592	32	1,202	18	1,526	5	267	31	1,654	5	104	15
2	(D)	13	680	6	(D)	11	2,544	9	566	10	1,057	3	(D)	18	650	3	(D)	16
5	(D)	4	54	2	(D)	5	1,048	23	634	8	469	2	(D)	13	804	2	(D)	17
31	15,076	67	5,604	60	5,500	72	18,329	146	6,752	80	10,283	28	3,565	124	7,575	40	934	18
15	13,805	53	5,076	34	4,574	43	13,534	62	3,277	22	3,470	12	2,991	74	4,546	24	840	19
2	(D)	1	(D)	1	(D)	3	(D)	4	221	5	351	1	(D)	7	275	20
6	792	8	289	9	357	13	2,359	12	773	11	1,290	3	(D)	8	350	2	(D)	21
1	(D)	2	(D)	1	(D)	3	(D)	10	306	4	613	1	(D)	9	963	2	(D)	22
7	331	3	(D)	15	(D)	10	1,482	58	2,173	38	4,559	11	203	26	1,441	12	68	23
5	761	16	672	11	879	15	3,830	33	1,283	21	2,013	4	258	18	1,126	6	129	24
5	761	17	672	10	(D)	14	(D)	20	1,029	13	1,723	4	258	14	(D)	6	129	25
...	1	(D)	1	(D)	13	254	8	290	4	(D)	26
11	1,286	20	767	20	1,506	18	6,120	32	1,490	36	5,256	8	479	43	2,402	13	257	27
8	1,167	19	(D)	14	1,218	14	5,180	20	1,085	18	3,509	5	384	33	1,173	11	(D)	28
3	119	1	(D)	6	288	4	940	12	405	18	1,747	3	95	10	1,229	2	(D)	29
14	883	5	198	10	240	12	1,212	27	749	17	1,488	7	(D)	21	(D)	12	141	30
22	1,731	6	552	15	571	21	3,993	41	1,870	18	1,894	5	298	30	1,747	10	108	31
7	510	6	552	11	(D)	12	3,484	19	944	9	1,256	3	(D)	18	844	6	70	32
15	1,221	4	(D)	9	509	22	926	9	638	2	(D)	12	903	4	38	33
17	1,350	18	873	22	1,378	25	4,506	48	2,185	29	3,129	6	(D)	37	1,809	2	(D)	34
10	722	14	755	14	1,095	20	3,624	15	804	15	1,966	2	(D)	14	722	2	(D)	35
21	4,126	42	3,401	37	2,192	37	10,061	70	4,319	70	9,124	14	1,325	69	5,215	30	258	36
1	(D)	2	(D)	2	(D)	2	(D)	6	296	10	814	1	(D)	2	(D)	4	34	37
3	204	6	200	6	136	6	927	9	533	13	1,256	3	226	11	1,379	3	15	39
1	(D)	2	(D)	5	425	3	637	17	1,073	6	901	4	(D)	8	177	3	43	40
8	3,542	30	2,796	14	1,187	18	6,365	16	1,354	15	1,183	4	656	35	1,956	10	88	41
8	(D)	2	(D)	10	(D)	8	(D)	22	1,083	26	4,970	2	(D)	13	(D)	10	78	42
34	18,559	83	8,631	67	6,995	63	23,932	190	13,283	94	15,137	43	5,487	154	13,066	45	2,176	43
20	17,989	71	8,100	42	6,002	38	18,177	105	7,467	41	7,236	28	4,400	112	8,722	31	2,050	44
...	(D)	6	162	8	309	2	(D)	15	895	6	933	3	271	6	553	4	36	45
5	237	2	(D)	2	(D)	1	(D)	1	(D)	2	(D)	46
8	(D)	5	(D)	13	180	5	1,140	10	1,359	4	492	2	(D)	6	140	2	(D)	47
26	2,865	35	2,250	32	2,694	38	8,001	81	3,041	33	3,345	17	1,031	58	2,306	12	187	49
3	(D)	4	(D)	1	(D)	1	(D)	10	249	1	(D)	2	(D)	4	26	50
6	1,100	14	1,138	11	1,088	16	3,816	9	816	7	601	4	354	19	(D)	2	(D)	51
4	92	2	(D)	4	(D)	1	(D)	9	335	3	(D)	2	(D)	3	(D)	2	(D)	52
10	1,124	15	878	16	1,381	15	3,527	30	1,219	11	1,116	5	448	26	946	8	171	53
3	(D)	5	(D)	23	422	11	1,224	4	47	6	(D)	54
42	20,927	138	12,764	102	14,223	97	36,003	172	12,217	105	21,549	50	6,265	212	14,707	104	4,917	55
5	1,171	2	(D)	35	351	5	734	17	911	4	953	2	(D)	14	705	8	78	56
34	19,748	135	12,625	77	13,347	78	34,208	125	9,310	70	15,791	46	5,909	145	11,018	71	4,056	57
...	(D)	5	(D)	6	306	2	(D)	1	(D)	5	377	5	(D)	58
3	(D)	1	(D)	19	518	9	(D)	31	1,690	29	(D)	1	(D)	48	2,607	20	(D)	59
13	401	18	1,990	17	739	24	6,605	38	1,756	34	7,200	10	326	25	2,938	9	204	60

ILLINOIS (102 COUNTIES)



1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-14

INDIANA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the “employer” universe, and those with no paid employment during 1954, i. e., the “non-employer” universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of “Employers”

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of “Non-Employers”

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “non-employer” segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

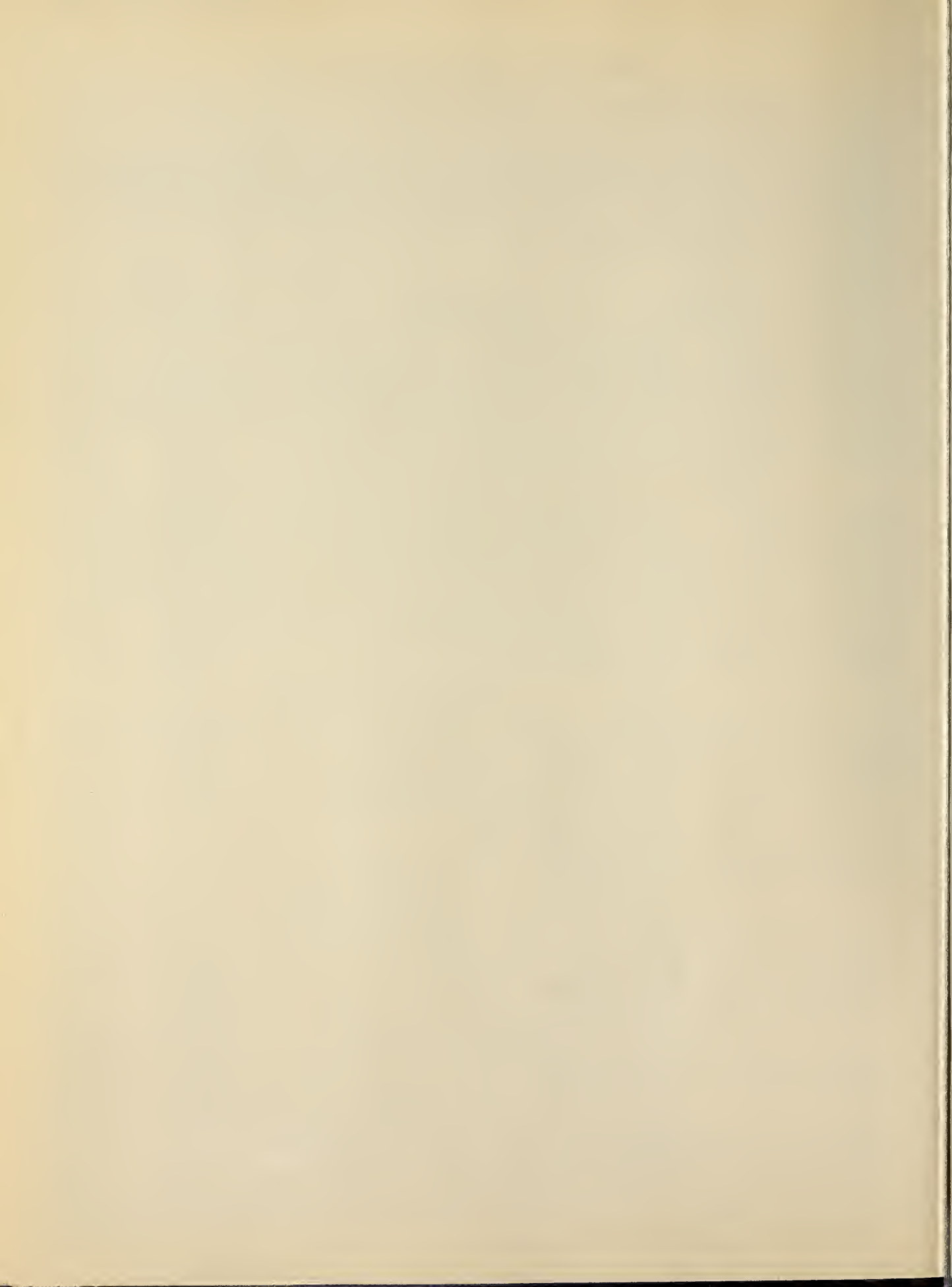
Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

1954 Census of Business—Retail Trade

ERRATA SHEET NO. 1 - PRELIMINARY REPORT, PR-1-14, INDIANA

The figures for places and kinds of business indicated below should be revised from those published in Series PR-1-14 of the 1954 Census of Business Retail Trade Publications. The final reports covering these places and kinds of business, as well as for other places and kinds of business, are subject to further revisions.

Page No.	Line No.	Column Title	Change	
			from—	to—
3	Total	1954 Establishments, total.....	41,613	41,612
3	Total	1954 Establishments, with payroll.....	31,533	31,532
3	Total	1954 Sales, total all establishments...4,506,881	4,511,503	
3	Total	1954 Sales, establishments with payroll..4,316,503	4,321,125	
3	Auto- mo- tive group {	1954 Establishments, total.....	2,533	2,532
3		1954 Establishments, with payroll.....	2,123	2,122
3		1954 Sales, total all establishments...	872,164	876,786
3		1954 Sales, establishments with payroll	860,678	865,300
4	1	Establishments, total.....	41,613	41,612
4	1	Establishments, with payroll.....	31,533	31,532
4	1	Sales, total all establishments.....4,506,881	4,511,503	
4	1	Sales, establishments with payroll.....4,316,503	4,321,125	
4	1	Payroll, entire year.....	496,971	497,435
4	1	Paid employees, total.....	195,780	195,883
4	1	Paid employees, full workweek.....	155,825	155,931
4	1	Proprietors.....	43,560	43,558
5	1	Automotive group, number of establish- ments.....	2,533	2,532
5	1	Automotive group, sales.....	872,164	876,786
10	7	Establishments, total.....	2,021	2,020
10	7	Establishments, with payroll.....	1,567	1,566
10	7	Sales, total all establishments.....	247,145	251,767
10	7	Sales, establishments with payroll.....	237,241	241,863
10	7	Payroll, entire year.....	31,704	32,168
10	7	Paid employees, total.....	10,953	11,056
10	7	Paid employees, full workweek.....	8,836	8,942
10	7	Proprietors.....	2,088	2,086
11	7	Automotive group, number of establish- ments.....	86	85
11	7	Automotive group, sales.....	42,492	47,114
10	9	Establishments, total.....	1,375	1,374
10	9	Establishments, with payroll.....	1,067	1,066
10	9	Sales, total all establishments.....	183,148	187,770
10	9	Sales, establishments with payroll.....	175,930	180,552
10	9	Payroll, entire year.....	25,374	25,838
10	9	Paid employees, total.....	8,593	8,696
10	9	Paid employees, full workweek.....	6,963	7,069
10	9	Proprietors.....	1,406	1,402
11	9	Automotive group, number of establish- ments.....	48	47
11	9	Automotive group, sales.....	26,551	31,173



the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

INDIANA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	41,613	31,533	4,506,881	4,316,503	44,634	31,169	3,501,626	3,262,245
Food stores.....	8,233	5,307	980,930	911,382	11,412	6,196	742,077	635,405
Eating, drinking places.....	7,542	6,736	324,899	312,569	8,022	6,477	255,567	238,915
General merchandise group.....	1,520	1,204	488,865	481,191	1,549	1,130	431,414	423,556
Apparel, accessories stores.....	2,620	2,380	239,249	235,603	2,430	1,999	217,477	211,319
Furniture, home furnishings, appliance dealers.....	2,462	1,878	224,021	214,587	2,304	1,694	175,280	166,214
Automotive group.....	2,533	2,123	872,164	860,678	2,719	2,324	588,206	573,145
Gasoline service stations.....	5,188	3,838	320,660	291,436	5,745	3,462	208,141	168,343
Lumber, bldg. mtl's., hardware, farm equipment dealers..	3,283	2,753	432,212	423,026	3,263	2,706	361,584	351,047
Drug stores, proprietary stores.....	1,409	1,329	147,438	145,896	1,458	1,316	114,352	111,879
Other retail stores.....	5,410	3,620	391,162	365,478	5,598	3,747	363,990	339,204
Nonstore retailers.....	1,413	365	85,281	74,657	134	118	43,538	43,218

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lishments (Number)	Sales (\$1,000)	Estab- lishments (Number)	Sales (\$1,000)
1	Indiana, total.....	41,613	31,533	4,506,881	4,316,503	496,971	195,780	155,825	43,560	8,233	980,930	7,542	324,899
2	Adams County.....	259	195	20,344	19,290	1,976	865	687	277	47	4,500	36	1,214
3	Decatur.....	143	113	12,281	11,841	1,249	558	446	156	29	2,750	20	864
4	Remainder of County.....	116	82	8,063	7,449	728	307	241	121	18	1,750	16	350
5	Allen County.....	1,739	1,353	239,671	231,993	29,634	11,431	9,042	1,719	285	39,998	354	19,220
6	Fort Wayne.....	1,427	1,111	210,236	204,032	27,167	10,402	8,284	1,365	235	34,182	298	17,067
7	Remainder of County.....	312	242	29,435	27,961	2,467	1,029	758	354	50	5,816	56	2,153
8	Bartholomew County.....	426	342	42,157	40,589	5,150	1,958	1,551	448	83	11,227	67	2,660
9	Columbus.....	358	286	38,463	37,081	4,831	1,776	1,411	366	64	9,920	58	2,106
10	Edinburg (part) ¹	4	2	(D)	(D)	(D)	(D)	(D)	(D)
11	Remainder of County.....	64	54	(D)	(D)	(D)	(D)	(D)	(D)	19	1,307	9	554
12	Benton County.....	171	113	13,288	12,012	981	429	345	201	21	2,649	27	886
13	Blackford County.....	158	126	14,090	13,348	1,416	617	502	157	29	2,974	22	761
14	Dunkirk (part) ²
15	Hartford City.....	120	94	11,651	11,061	1,225	518	421	116	25	2,314	16	519
16	Remainder of County.....	38	32	2,439	2,287	191	99	81	41	4	660	6	242
17	Boone County.....	252	206	24,662	23,866	2,469	974	788	270	36	4,748	47	1,712
18	Lebanon.....	148	118	17,318	16,792	1,688	646	525	163	18	3,291	28	978
19	Remainder of County.....	104	88	7,344	7,074	781	328	263	107	18	1,457	19	734
20	Brown County.....	51	33	2,408	2,074	159	86	64	64	11	708	9	225
21	Carroll County.....	178	126	17,006	16,030	1,342	542	430	201	38	3,564	31	855
22	Delphi.....	61	49	7,735	7,367	655	256	212	65	15	1,451	10	331
23	Remainder of County.....	117	77	9,271	8,663	687	286	218	136	23	2,133	21	524
24	Cass County.....	446	348	42,094	40,532	4,485	1,900	1,484	457	66	8,480	83	2,856
25	Logansport.....	354	280	34,710	33,660	3,993	1,663	1,303	343	47	7,239	68	2,415
26	Remainder of County.....	92	68	7,384	6,872	492	237	181	114	19	1,241	15	441
27	Clark County.....	434	298	42,523	39,841	3,850	1,671	1,347	487	128	14,106	66	2,617
28	Charlestown.....	50	38	4,095	3,853	585	198	159	51	13	1,125	8	626
29	Clarksville.....	30	24	1,722	1,622	146	79	63	36	3	641	3	90
30	Jeffersonville.....	230	162	27,948	26,524	2,576	1,089	866	243	73	8,804	31	1,289
31	Remainder of County.....	124	74	8,758	7,842	543	305	259	157	34	3,536	24	612
32	Clay County.....	267	209	20,232	19,030	1,771	824	644	293	69	5,505	45	1,407
33	Brazil.....	178	142	15,294	14,614	1,444	648	506	195	43	4,140	30	1,126
34	Remainder of County.....	89	67	4,938	4,416	323	176	138	98	26	1,365	15	291
35	Clinton County.....	330	258	31,462	30,176	3,159	1,310	1,032	343	72	6,167	54	2,108
36	Frankfort.....	213	179	24,802	24,356	2,633	1,049	845	216	39	5,111	34	1,912
37	Remainder of County.....	117	79	6,660	5,820	526	261	187	127	33	1,656	20	796
38	Crawford County.....	105	47	5,025	3,821	218	138	83	118	34	1,501	8	134
39	Daviess County.....	282	214	21,147	19,873	2,036	918	726	308	64	4,722	45	1,447
40	Washington.....	185	151	16,823	16,189	1,747	755	612	191	40	3,521	28	1,052
41	Remainder of County.....	97	63	4,324	3,684	289	163	114	117	24	1,201	17	395
42	Dearborn County.....	308	242	21,667	20,411	1,938	838	680	331	69	6,351	57	2,015
43	Aurora.....	89	69	7,030	6,676	571	265	194	101	26	2,621	16	415
44	Lawrenceburg.....	129	103	10,170	9,706	998	379	326	128	25	2,895	23	941
45	Remainder of County.....	90	70	4,467	4,099	369	194	160	102	18	835	18	659
46	Decatur County.....	216	164	20,700	19,834	2,154	878	747	228	37	3,523	28	1,039
47	Greensburg.....	149	117	16,380	15,854	1,775	718	610	153	19	2,627	18	633
48	Remainder of County.....	67	47	4,320	3,980	379	160	137	75	18	896	10	406
49	De Kalb County.....	298	236	25,304	24,392	2,249	956	724	311	54	5,698	53	1,621
50	Auburn.....	110	94	11,002	10,858	1,069	442	345	109	19	2,751	19	679
51	Carrett.....	61	49	4,129	3,993	356	157	102	70	10	1,259	10	340
52	Remainder of County.....	127	93	10,093	9,541	824	357	277	132	25	1,688	24	602
53	Delaware County.....	933	745	106,146	103,008	11,911	4,718	3,815	949	163	24,755	178	8,046
54	Muncie.....	732	594	91,404	89,054	10,604	4,193	3,385	709	128	22,681	142	6,718
55	Remainder of County.....	201	151	14,742	13,954	1,307	525	430	240	35	2,074	36	1,328
56	Dubois County.....	297	227	26,545	25,259	2,353	987	776	339	48	4,306	46	1,595
57	Huntingburg.....	78	64	5,269	5,049	479	246	176	86	17	1,266	13	339
58	Jasper.....	121	101	11,845	11,375	1,274	507	411	140	16	2,396	16	733
59	Remainder of County.....	98	62	9,431	8,835	600	234	189	113	15	644	17	493
60	Elkhart County.....	972	738	113,003	108,301	13,036	4,715	3,782	976	171	24,268	133	6,263
61	Elkhart.....	505	371	61,717	59,067	7,845	2,878	2,330	473	95	14,251	80	4,036
62	Goshen.....	209	161	26,441	25,575	3,047	1,053	840	211	36	5,770	25	1,211
63	Nappanee.....	68	58	8,083	7,723	682	248	196	74	11	1,368	6	389
64	Remainder of County.....	190	148	16,176	15,936	1,462	536	416	218	29	2,879	22	627
65	Fayette County.....	250	210	24,186	23,522	2,359	1,006	815	240	44	5,904	34	1,370
66	Connersville.....	223	191	22,339	21,865	2,247	955	769	209	38	5,522	31	(D)
67	Remainder of County.....	27	19	1,847	1,657	111	51	46	31	6	362	3	(D)
68	Floyd County.....	466	340	46,993	44,391	5,097	2,088	1,643	490	112	11,496	73	2,989
69	New Albany.....	405	305	44,239	42,099	4,921	2,001	1,580	410	105	11,016	62	2,708
70	Remainder of County.....	61	35	2,754	2,292	176	87	63	80	7	480	11	281
71	Fountain County.....	251	183	19,294	18,346	1,594	728	572	263	56	4,199	32	1,122
72	Attica.....	89	73	8,660	8,478	701	324	251	92	20	1,755	13	496
73	Remainder of County.....	162	110	10,634	9,868	893	404	321	171	36	2,443	19	626

Standard Notes: (D) Withheld to avoid disclosure.
¹Edinburg is in Bartholomew and Johnson counties.

(NA) Not available. XXX Not applicable.
²Dunkirk is in Blackford and Jay counties.

(Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
1,520	488,865	2,626	239,249	2,462	224,021	2,533	872,164	5,188	320,660	3,283	432,212	1,409	147,438	5,410	391,162	1,413	85,281	1	
11	972	14	732	18	1,816	24	3,729	29	1,989	29	2,977	5	387	40	1,970	6	58	2	
6	735	10	514	7	940	11	2,313	15	1,088	16	1,842	3	(D)	22	920	4	(D)	3	
5	237	4	218	11	876	13	1,416	14	901	13	1,135	2	(D)	18	1,050	2	(D)	4	
49	39,694	115	15,844	94	12,680	99	47,970	210	15,401	111	14,871	69	7,244	262	19,401	91	7,348	5	
32	37,579	111	15,641	81	11,509	83	44,527	156	11,558	65	10,219	63	6,537	225	14,914	78	6,503	6	
17	2,115	4	203	13	1,171	16	3,443	54	3,843	46	4,652	6	707	37	4,487	13	845	7	
19	4,403	22	1,590	27	1,643	49	7,832	56	2,955	31	6,225	12	1,146	49	1,830	11	646	8	
13	4,155	21	(D)	26	(D)	44	7,571	44	2,455	24	5,813	10	(D)	45	(D)	9	(D)	9	
...	1	(D)	1	(D)	2	(D)	10	
6	248	1	(D)	1	(D)	4	(D)	11	(D)	7	412	...	2	(D)	(D)	11	
8	334	3	102	16	577	12	2,774	31	1,080	27	3,187	3	193	17	1,454	6	52	12	
7	1,377	12	516	10	680	15	3,968	18	764	15	1,595	5	(D)	23	943	2	(D)	13	
...	14	
6	(D)	9	432	7	532	12	(D)	12	619	10	1,320	4	414	17	706	2	(D)	15	
1	(D)	3	84	3	149	3	(D)	6	145	5	275	1	(D)	6	237	16	
14	2,030	14	1,207	19	1,064	12	4,254	44	2,729	26	4,707	8	895	23	1,129	9	187	17	
6	1,834	11	1,115	12	768	10	(D)	20	1,031	14	3,445	4	564	17	575	8	(D)	18	
9	196	3	92	7	296	2	(D)	24	1,708	12	1,262	4	331	6	554	1	(D)	19	
2	(D)	2	(D)	3	70	2	(D)	3	(D)	7	595	2	(D)	8	220	2	(D)	20	
7	426	8	299	8	380	18	3,722	18	1,308	16	2,542	6	302	21	3,088	7	500	21	
2	(D)	4	(D)	3	225	8	1,842	5	649	5	757	3	(D)	6	(D)	22	
5	(D)	4	(D)	5	155	10	1,880	13	659	11	1,785	3	(D)	15	(D)	7	500	23	
12	3,573	39	3,321	29	1,985	31	7,459	55	3,077	36	4,929	13	1,238	70	4,599	12	577	24	
6	3,337	38	(D)	24	1,795	27	6,772	41	2,444	24	2,968	9	1,099	59	(D)	11	(D)	25	
6	236	1	(D)	5	190	4	687	14	633	12	1,961	4	139	11	(D)	1	(D)	26	
21	2,044	11	1,164	24	1,338	20	7,453	58	5,311	29	3,557	13	1,390	57	3,450	7	93	27	
4	(D)	2	(D)	1	(D)	3	298	6	432	4	(D)	3	249	6	515	28	
...	(D)	6	125	2	(D)	4	297	2	(D)	4	213	29	
8	1,264	7	984	14	892	13	6,396	22	3,635	15	2,102	7	892	33	(D)	6	(D)	30	
8	(D)	1	(D)	3	(D)	2	(D)	26	947	10	(D)	1	(D)	14	(D)	1	(D)	31	
9	1,163	15	666	18	789	19	4,847	35	1,836	20	2,141	8	549	26	1,297	3	32	32	
5	912	12	598	15	(D)	14	4,376	22	1,297	10	872	6	(D)	19	(D)	2	(D)	33	
4	251	3	68	3	(D)	5	471	13	546	10	1,269	2	(D)	7	(D)	1	(D)	34	
10	2,034	22	1,597	16	1,479	17	5,276	40	2,163	38	4,348	8	810	36	3,673	17	607	35	
6	1,823	22	1,597	13	1,224	14	(D)	27	1,717	15	2,136	5	719	27	(D)	11	577	36	
4	211	3	255	3	(D)	13	446	23	2,212	3	91	9	(D)	6	30	37	
13	725	3	(D)	8	210	4	819	17	500	6	186	2	(D)	8	807	2	(D)	38	
10	1,365	24	1,252	14	1,054	17	3,643	42	1,707	31	3,991	6	533	24	1,393	5	40	39	
4	1,114	23	(D)	11	(D)	13	2,975	25	1,241	17	2,928	4	(D)	17	1,288	3	(D)	40	
6	251	1	(D)	3	(D)	4	668	17	466	14	1,063	2	(D)	7	105	2	(D)	41	
14	887	22	959	24	1,292	23	4,057	34	2,238	22	1,653	8	709	29	1,318	6	188	42	
3	(D)	4	318	8	532	9	1,297	7	411	5	491	3	(D)	5	322	3	50	43	
6	(D)	14	583	11	500	11	2,499	13	1,024	7	512	3	297	15	555	1	(D)	44	
5	245	4	58	5	260	3	261	14	803	10	650	2	(D)	9	441	2	(D)	45	
14	2,089	15	528	13	708	22	4,199	20	1,016	29	4,878	4	391	28	2,277	6	52	46	
8	1,707	15	528	9	538	16	3,983	15	805	20	3,691	4	391	19	1,425	6	52	47	
6	382	4	170	6	216	5	211	9	1,187	9	852	48	
15	1,520	19	728	19	1,560	18	6,552	35	1,958	26	2,252	11	572	35	2,669	13	174	49	
6	1,118	10	425	10	712	12	3,198	5	323	10	975	3	277	11	542	5	82	50	
5	229	7	(D)	2	(D)	3	(D)	10	394	4	(D)	2	(D)	6	177	2	(D)	51	
4	173	2	(D)	7	(D)	3	(D)	20	1,241	12	(D)	6	(D)	18	1,950	6	(D)	52	
20	10,351	80	6,511	76	6,972	58	20,199	114	6,503	68	9,777	26	3,364	115	8,525	35	1,143	53	
13	10,102	74	6,337	62	6,117	46	17,228	89	5,586	34	5,615	21	3,056	92	6,887	31	1,077	54	
7	249	6	174	14	855	12	2,971	25	917	34	4,162	5	308	23	1,638	4	66	55	
14	978	21	1,043	23	1,164	16	5,480	43	1,318	32	3,722	7	508	41	6,381	6	50	56	
5	421	5	241	6	210	5	(D)	10	378	3	183	2	(D)	12	954	57	
3	349	16	802	10	759	8	3,416	14	603	12	1,861	5	(D)	17	541	4	(D)	58	
6	208	7	195	3	(D)	19	357	17	1,678	...	(D)	12	4,886	2	(D)	59	
29	8,948	68	5,743	70	5,603	74	24,025	118	7,192	82	12,405	24	2,550	160	14,459	43	1,537	60	
11	6,783	42	3,732	35	2,414	41	13,648	59	3,776	31	6,301	13	1,489	81	4,770	17	507	61	
3	(D)	17	1,412	16	1,433	16	5,322	26	1,667	13	1,868	6	(D)	40	5,595	11	463	62	
2	(D)	7	(D)	6	728	6	1,929	7	421	7	589	1	(D)	10	1,414	5	401	63	
13	988	2	(D)	13	1,028	11	3,126	26	1,318	31	3,647	4	(D)	29	2,690	10	166	64	
7	1,574	17	1,087	24	2,006	19	4,576	21	1,405	14	1,543	6	758	54	3,582	10	381	65	
5	(D)	17	1,087	24	2,006	18	(D)	20	(D)	10	1,324	6	758	48	3,104	6	337	66	
2	(D)	1	(D)	1	(D)	4	219	6	478	4	67	67	
15	3,240	27	3,834	27	1,977	21	9,733	67	4,775	25	4,464	14	1,217	58	2,972	27	296	68	
9	2,911	27	3,834	26	(D)	20	(D)	52	4,296	19	3,731	14	1,217	5	(D)	21	238	69	
6	329	1	(D)	1	(D)	15	479	6	733	8	(D)	6	58	70	
12	680	11	397	12	(D)	21	5,561	33	1,505	29	3,492	8	391	35	1,353	2	(D)	71	
4	244	8	320	3	(D)	10	2,939	9	528	9	1,192	3	156	10	(D)	72	
8	436	7	77	9	320	11	2,622	24	977	20	2,300	5	235	25	(D)	2	(D)	73	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Sales	Establishments	Sales
		(Number)	(Number)	(\$1,000)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)
1	Franklin County.....	145	109	9,479	8,995	654	293	249	162	23	1,947	23	776
2	Brookville.....	73	59	5,875	5,711	466	199	166	82	8	957	9	444
3	Remainder of County.....	72	50	3,604	3,284	188	94	83	80	15	990	14	332
4	Fulton County.....	214	160	17,873	16,879	1,546	659	530	213	24	3,209	25	862
5	Rochester.....	118	88	10,534	9,984	955	403	332	116	14	2,425	13	584
6	Remainder of County.....	96	72	7,339	6,895	591	256	202	97	10	784	12	278
7	Gibson County.....	405	267	27,998	25,900	2,566	1,105	906	428	104	6,426	68	1,657
8	Oakland City.....	90	50	3,877	3,247	312	154	130	95	21	944	12	195
9	Princeton.....	167	123	15,757	14,989	1,641	637	524	172	39	3,338	24	876
10	Remainder of County.....	148	94	8,364	7,664	613	314	252	161	44	2,144	32	586
11	Grant County.....	646	478	64,814	61,500	6,755	2,908	2,259	655	116	15,057	112	4,679
12	Fairmount.....	46	24	2,821	2,365	250	110	90	49	13	725	2	(D)
13	Gas City.....	43	41	3,796	(D)	258	134	95	46	11	1,173	6	244
14	Marion.....	438	328	50,596	48,658	5,697	2,379	1,851	409	65	11,819	82	3,566
15	Remainder of County.....	119	85	7,601	(D)	550	286	223	151	27	1,340	22	(D)
16	Greene County.....	365	259	22,908	21,254	1,876	935	734	421	86	5,269	55	1,442
17	Jasonville.....	58	42	3,686	3,472	252	128	99	72	15	952	7	206
18	Linton.....	129	89	9,291	8,829	756	334	144	33	33	1,825	24	574
19	Remainder of County.....	178	128	9,931	8,953	758	391	301	205	38	2,492	24	662
20	Hamilton County.....	333	251	26,688	25,656	2,542	1,085	860	348	43	5,865	52	2,072
21	Noblesville.....	148	124	14,910	14,582	1,537	658	503	153	17	2,891	21	955
22	Remainder of County.....	185	127	11,778	11,074	1,005	427	357	195	26	2,974	31	1,117
23	Hancock County.....	221	173	22,085	21,169	2,023	830	624	244	45	4,628	29	1,131
24	Greenfield.....	108	84	13,060	12,576	1,262	498	371	121	23	3,066	11	494
25	Remainder of County.....	113	89	9,025	8,593	761	332	253	123	22	1,562	18	637
26	Harrison County.....	165	105	11,301	10,109	797	366	295	181	39	2,376	24	575
27	Hendricks County.....	257	187	22,549	21,457	1,614	721	576	310	41	4,114	42	1,362
28	Danville.....	74	42	6,503	6,057	503	199	168	89	8	1,256	11	343
29	Plainfield.....	39	37	4,601	(D)	370	174	135	44	6	1,143	8	322
30	Remainder of County.....	144	108	11,445	(D)	741	348	273	177	27	1,715	23	697
31	Henry County.....	467	341	46,859	44,361	4,597	1,925	1,465	458	94	10,864	61	2,634
32	New Castle.....	253	201	32,237	30,973	3,460	1,424	1,091	236	52	7,427	35	1,899
33	Remainder of County.....	214	140	14,622	13,388	1,137	501	374	222	42	3,437	26	735
34	Howard County.....	572	434	64,538	61,788	7,129	2,922	2,256	607	106	14,684	96	4,074
35	Kokomo.....	493	375	57,698	55,620	6,737	2,670	2,044	507	90	12,705	85	3,728
36	Remainder of County.....	79	59	6,840	6,168	542	252	212	100	16	1,979	11	346
37	Huntington County.....	384	296	33,262	31,570	3,357	1,424	1,072	400	65	7,269	58	1,950
38	Huntington.....	243	201	25,139	24,145	2,730	1,149	857	248	41	5,951	38	1,548
39	Remainder of County.....	141	95	8,123	7,425	618	275	215	152	24	1,318	20	402
40	Jackson County.....	337	249	28,683	26,895	3,060	1,316	1,048	360	85	6,671	50	1,506
41	Seymour.....	191	151	21,276	20,518	2,491	1,032	836	186	40	4,632	29	992
42	Remainder of County.....	146	98	7,407	6,377	569	284	212	174	45	2,039	21	514
43	Jasper County.....	223	153	19,479	18,055	1,573	603	466	260	46	3,911	24	843
44	Rensselaer.....	105	83	11,169	10,541	1,100	405	319	113	22	2,623	10	458
45	Remainder of County.....	118	70	8,310	7,514	473	198	147	147	24	1,268	14	385
46	Jay County.....	272	210	20,900	19,644	1,891	910	706	288	42	4,732	46	1,304
47	Dunkirk (part) ²	48	40	3,609	3,423	340	142	118	48	7	668	9	235
48	Portland.....	157	121	13,294	12,610	1,271	617	475	165	22	2,964	25	806
49	Remainder of County.....	67	49	3,997	3,611	280	151	113	75	13	1,100	12	263
50	Jefferson County.....	241	189	24,708	23,672	2,270	1,040	828	254	46	5,575	34	1,635
51	Madison.....	195	155	21,866	21,066	2,095	925	745	198	35	4,846	25	1,321
52	Remainder of County.....	46	34	2,842	2,606	175	115	83	56	11	729	9	314
53	Jennings County.....	120	86	10,922	10,160	966	399	316	134	21	1,944	18	714
54	North Vernon.....	86	68	9,705	9,309	900	354	288	93	13	1,662	14	585
55	Remainder of County.....	34	18	1,217	851	66	45	28	41	8	262	4	129
56	Johnson County.....	303	223	29,005	27,333	2,972	1,128	898	305	74	6,952	51	1,702
57	Edinburg (part) ¹	41	33	2,718	2,628	286	118	104	38	12	902	8	328
58	Franklin.....	128	94	13,833	13,139	1,513	576	442	127	24	2,458	21	711
59	Greenwood.....	62	36	5,960	5,478	621	192	168	64	16	1,048	7	193
60	Remainder of County.....	72	60	6,494	6,088	552	242	184	76	22	2,544	15	470
61	Knox County.....	529	395	42,383	40,287	4,548	2,075	1,703	539	127	9,455	84	2,435
62	Sicknell.....	82	56	3,642	3,234	284	137	110	93	22	1,272	18	308
63	Vincennes.....	337	253	33,662	32,362	3,885	1,716	1,424	327	77	6,871	49	1,781
64	Remainder of County.....	110	86	5,079	4,691	379	222	169	119	28	1,312	17	346
65	Kosciusko County.....	440	338	42,213	40,175	3,967	1,520	1,254	488	74	8,163	76	2,593
66	Warsaw.....	172	128	19,363	18,397	2,110	820	686	188	22	3,860	23	1,136
67	Remainder of County.....	268	210	22,850	21,778	1,853	700	568	300	52	4,303	53	1,447
68	Lagrange County.....	149	111	11,481	10,877	900	397	296	164	21	1,861	22	576
69	Lake County.....	3,016	2,862	473,453	451,329	53,897	19,221	15,501	4,165	945	119,921	879	39,469
70	Crown Point.....	116	86	13,681	13,347	1,600	507	422	125	17	3,026	13	575
71	East Chicago.....	617	403	60,329	55,533	6,474	2,256	1,862	651	167	16,414	171	7,180
72	East Gary.....	34	26	2,752	2,618	218	93	79	46	9	1,261	9	319
73	Gary.....	1,521	1,141	187,657	179,127	22,412	7,887	6,502	1,612	402	45,908	346	15,439
74	Griffith.....	49	41	6,102	5,868	570	200	156	51	11	2,503	7	292
75	Hammond.....	857	643	133,738	129,082	16,298	5,727	4,596	844	173	28,339	178	9,079

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹Edinburg is Bartholomew and Johnson counties. ²Dunkirk is in Blackford and Jay counties.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
14	844	4	181	6	(D)	15	1,560	17	605	16	1,527	2	(D)	24	1,497	1	(D)	1	
8	372	4	181	3	(D)	8	1,274	7	364	10	75	2	(D)	13	807	1	(D)	2	
6	472	3	43	7	286	10	299	6	552	11	690	3	
18	1,414	14	750	10	783	18	3,027	39	1,703	32	4,137	7	461	19	1,473	8	54	4	
7	753	13	(D)	7	422	12	2,075	18	839	14	1,690	4	295	10	685	6	(D)	5	
11	661	1	(D)	3	361	6	952	21	864	18	2,447	3	166	9	788	2	(D)	6	
16	1,522	17	717	21	695	20	5,496	56	1,998	30	4,040	10	516	48	3,151	15	880	7	
4	232	5	(D)	4	169	4	(D)	11	449	6	312	3	74	18	260	2	(D)	8	
6	1,179	10	503	13	317	12	4,038	26	981	13	3,136	3	362	18	997	3	30	9	
6	111	2	(D)	4	209	4	(D)	19	568	11	1,492	4	80	12	1,894	10	(D)	10	
26	6,807	43	4,204	44	3,265	43	12,155	88	4,904	57	7,380	18	2,186	74	3,778	25	399	11	
2	(D)	1	(D)	3	338	2	(D)	9	223	7	557	2	(D)	5	88	12	
3	159	4	(D)	2	(D)	3	(D)	4	200	3	354	2	(D)	4	89	1	(D)	13	
14	6,413	37	3,986	34	2,520	34	9,983	58	3,440	26	4,252	10	1,749	56	2,485	22	374	14	
7	(D)	1	(D)	5	(D)	4	(D)	17	1,041	21	2,217	4	208	9	1,116	2	(D)	15	
16	1,621	21	1,838	21	752	26	4,957	53	2,095	29	2,262	7	589	47	2,055	4	28	16	
2	(D)	3	80	2	(D)	4	1,382	12	407	3	(D)	1	(D)	9	255	17	
4	(D)	11	1,405	10	486	10	2,067	9	455	7	511	2	(D)	15	932	4	28	18	
10	655	7	353	9	(D)	12	1,508	32	1,233	19	(D)	4	300	23	868	19	
12	1,496	22	941	16	823	26	6,467	48	2,010	37	3,732	8	656	56	2,550	13	76	20	
5	1,057	16	809	9	586	17	4,971	15	974	12	1,181	3	352	26	1,682	7	52	21	
7	439	6	132	7	237	9	1,496	33	1,036	25	2,551	5	304	30	1,468	6	24	22	
6	772	13	533	18	972	11	4,559	36	2,043	19	2,847	6	616	37	(D)	1	(D)	23	
1	(D)	10	469	10	502	7	3,408	17	1,044	10	1,568	3	439	16	(D)	24	
5	(D)	3	64	8	470	4	1,151	19	999	9	1,279	3	177	21	2,124	...	(D)	25	
14	1,115	3	186	7	444	17	2,413	20	685	9	1,550	2	(D)	25	(D)	5	78	26	
10	702	6	270	15	507	16	6,076	47	1,841	32	3,917	11	990	28	2,748	9	122	27	
3	(D)	2	(D)	9	195	5	1,611	12	356	5	1,048	2	(D)	13	1,049	4	34	28	
2	(D)	2	(D)	1	(D)	3	1,459	6	442	4	493	2	(D)	5	135	29	
5	378	2	(D)	5	(D)	8	3,006	29	1,043	23	2,276	7	394	10	1,564	5	88	30	
19	3,854	29	1,953	37	2,173	30	10,759	64	3,157	43	4,659	12	1,257	68	5,411	10	138	31	
9	3,280	25	1,775	18	1,405	21	7,017	26	1,777	19	3,089	6	917	36	3,608	6	50	32	
10	574	4	178	19	768	9	3,742	38	1,387	24	1,570	6	340	32	1,803	4	88	33	
25	7,710	50	3,734	35	3,448	45	12,390	55	3,146	50	6,797	13	1,807	78	5,993	19	755	34	
21	7,484	48	(D)	32	(D)	37	11,399	42	2,514	35	4,982	11	(D)	73	(D)	19	(D)	35	
4	226	2	(D)	3	(D)	8	991	13	632	15	1,815	2	(D)	5	(D)	...	(D)	36	
15	2,193	37	1,854	28	1,675	29	7,204	57	3,313	35	4,258	10	891	41	2,586	9	69	37	
11	1,797	31	1,755	16	1,461	20	5,291	33	2,359	16	2,914	5	651	23	1,343	9	69	38	
4	396	6	99	12	214	9	1,913	24	954	19	1,344	5	240	18	1,243	39	
18	2,331	19	1,214	20	980	29	4,459	41	2,896	24	4,709	7	409	41	3,473	3	35	40	
5	(D)	17	(D)	15	727	18	3,422	21	2,386	11	3,200	4	300	28	2,788	3	35	41	
13	(D)	2	(D)	5	253	11	1,037	20	510	13	1,509	3	109	13	685	42	
16	1,308	9	647	12	795	15	3,099	26	1,412	26	5,534	3	297	30	1,453	16	180	43	
6	624	8	(D)	7	625	9	2,031	17	1,029	13	2,600	2	(D)	11	(D)	44	
10	684	1	(D)	5	170	6	1,068	9	383	13	2,934	1	(D)	19	(D)	16	180	45	
15	1,298	17	935	15	913	19	4,543	44	1,900	22	2,713	8	438	38	1,966	6	158	46	
3	(D)	2	(D)	3	(D)	2	(D)	7	262	4	74	2	(D)	9	557	47	
8	780	14	880	10	350	14	3,436	23	1,229	10	1,745	3	273	24	(D)	(D)	(D)	48	
4	(D)	1	(D)	2	(D)	3	(D)	14	409	8	394	3	(D)	5	(D)	2	(D)	49	
12	2,271	23	1,166	18	1,433	17	4,943	29	1,683	22	3,060	6	950	30	2,052	4	40	50	
11	(D)	23	1,166	17	(D)	15	(D)	23	1,383	19	2,747	4	(D)	19	1,526	4	40	51	
1	(D)	1	(D)	2	(D)	6	300	3	313	2	(D)	11	526	52	
12	643	8	467	5	(D)	9	3,471	14	997	9	1,290	5	219	17	881	2	(D)	53	
7	360	8	467	4	256	9	3,471	8	678	8	(D)	5	219	10	(D)	54	
5	283	1	(D)	6	319	1	(D)	7	(D)	2	(D)	55	
14	1,546	15	673	19	1,371	19	6,902	38	2,367	24	3,630	10	920	36	2,919	3	23	56	
1	(D)	4	(D)	2	(D)	4	(D)	2	(D)	4	285	2	(D)	2	(D)	57	
5	1,059	9	495	9	413	11	3,379	15	983	10	1,708	4	406	20	2,221	58	
5	91	1	(D)	3	230	3	2,419	9	576	4	(D)	3	279	8	321	3	23	59	
3	(D)	1	(D)	5	(D)	1	(D)	12	(D)	6	(D)	1	(D)	6	(D)	60	
15	5,303	34	2,330	27	2,089	32	7,930	73	3,153	43	5,125	19	1,192	65	2,934	10	437	61	
2	(D)	5	164	5	(D)	5	(D)	10	369	4	167	5	105	6	101	...	(D)	62	
9	4,902	29	2,166	21	1,884	22	6,597	35	1,965	24	3,808	11	1,010	52	2,259	8	419	63	
4	(D)	1	(D)	5	(D)	28	819	15	1,150	3	77	7	574	2	(D)	64	
15	1,797	23	1,307	29	1,764	30	6,780	58	4,059	42	7,236	17	2,185	55	5,903	21	436	65	
4	1,194	16	1,031	15	1,118	15	3,007	25	2,304	16	2,422	9	1,337	21	1,773	6	181	66	
11	603	7	276	14	646	15	3,773	33	1,755	26	4,814	8	848	34	4,130	15	255	67	
12	705	10	279	11	415	16	3,211	13	570	20	2,137	4	234	15	1,224	5	269	68	
89	52,229	318	32,212	203	24,485	148	78,890	408	32,483	205	35,088	115	13,942	496	32,893	110	11,861	69	
3	(D)	9	502	6	511	12	3,450	9	726	8	2,057	1	(D)	23	2,034	10	82	70	
13	1,244	63	4,801	21	3,073	18	11,693	40	3,777	23	3,617	17	1,922	80	(D)	4	(D)	71	
1	(D)	2	(D)	4	310	3	(D)	3	(D)	3	(D)	72	
29	26,615	128	14,322	86	10,730	45	27,214	145	11,341	60	10,472	46	6,070	196	13,436	38	6,110	73	
1	(D)	5	225	2	(D)	4	(D)	10	713	3	713	2	(D)	4	182	74	
19	22,017	77	10,542	50	7,685	43													

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Lake County--Con.												
2	Highland.....	70	52	6,094	5,696	605	246	186	75	16	1,654	19	939
3	Hobart.....	107	85	11,026	10,468	958	364	270	124	23	4,442	17	624
4	Munster.....	30	22	5,499	5,367	470	185	125	29	10	4,161	2	(0)
5	Whiting.....	189	123	19,104	17,788	1,841	722	510	201	53	5,354	51	2,065
6	Remainder of County.....	326	240	27,471	25,485	2,447	1,034	793	407	64	6,839	66	(D)
7	La Porte County.....	858	672	95,009	91,477	10,281	3,808	2,973	850	161	23,597	179	6,929
8	La Porte.....	311	249	40,146	38,938	4,254	1,575	1,280	293	55	8,845	49	2,021
9	Michigan City.....	381	305	43,528	41,920	4,967	1,798	1,344	381	75	12,611	84	3,282
10	Remainder of County.....	166	118	11,335	10,619	1,060	435	349	176	31	2,141	46	1,626
11	Lawrence County.....	379	275	33,178	31,110	2,926	1,362	1,076	405	90	9,382	56	1,894
12	Bedford.....	247	183	24,786	23,710	2,336	1,078	840	255	48	6,776	35	1,370
13	Mitchell.....	70	46	5,361	4,771	395	184	155	85	20	1,529	10	246
14	Remainder of County.....	62	46	3,031	2,629	195	100	81	65	22	1,077	11	278
15	Madison County.....	1,104	840	121,266	116,620	13,508	5,280	4,170	1,059	178	28,434	201	7,796
16	Alexandria.....	105	73	8,618	8,244	806	374	275	104	18	2,829	17	537
17	Anderson.....	449	495	82,785	80,447	9,958	3,725	2,995	585	98	19,513	124	5,072
18	Elwood.....	148	118	14,919	14,111	1,533	631	474	137	26	3,080	23	985
19	Remainder of County.....	202	154	14,944	13,818	1,211	550	426	233	36	3,012	37	1,202
20	Marion County.....	5,096	4,052	824,962	807,114	105,567	39,458	31,329	5,069	997	156,341	1,013	66,996
21	Beech Grove.....	57	45	5,819	(D)	546	219	159	66	11	2,021	9	489
22	Indianapolis.....	4,624	3,618	768,540	751,608	99,629	37,081	29,490	4,562	905	139,720	933	59,912
23	Speedway.....	35	33	5,999	(D)	613	241	172	31	4	(D)	5	375
24	Remainder of County.....	380	356	44,604	44,096	4,779	1,917	1,508	410	77	(D)	66	6,220
25	Marshall County.....	363	277	31,676	29,990	2,831	1,224	968	420	53	6,498	51	1,902
26	Bremen.....	58	46	4,767	4,611	404	181	139	63	5	1,005	8	333
27	Plymouth.....	151	121	15,790	15,162	1,614	662	534	156	20	3,610	18	828
28	Remainder of County.....	154	110	11,119	10,217	813	381	295	201	28	1,863	25	741
29	Martin County.....	94	78	7,692	7,426	685	355	276	95	16	1,574	21	642
30	Miami County.....	341	259	29,778	28,014	2,912	1,355	1,059	327	57	6,340	64	1,937
31	Peru.....	242	186	22,566	21,260	2,399	1,128	883	218	41	5,080	40	1,255
32	Remainder of County.....	99	73	7,212	6,754	513	227	176	109	16	1,260	24	682
33	Monroe County.....	401	319	47,417	45,799	5,175	2,187	1,693	423	79	11,430	65	3,268
34	Bloomington.....	339	269	42,967	41,555	4,914	2,036	1,568	349	64	9,968	58	3,100
35	Remainder of County.....	62	50	4,450	4,244	261	151	125	74	15	1,462	7	168
36	Montgomery County.....	376	298	36,351	34,659	3,441	1,437	1,211	389	56	6,855	67	2,213
37	Crawfordsville.....	227	185	26,938	25,898	2,758	1,117	937	223	34	4,911	34	1,367
38	Remainder of County.....	149	113	9,413	8,761	683	320	274	166	22	1,944	29	846
39	Morgan County.....	260	196	22,870	21,892	2,121	878	698	297	55	6,084	31	1,158
40	Martinsville.....	123	91	12,787	12,269	1,351	547	420	134	29	3,571	13	488
41	Remainder of County.....	137	105	10,083	9,623	770	331	274	163	26	2,513	18	670
42	Newton County.....	164	120	11,854	11,194	1,068	476	390	181	19	1,740	23	1,078
43	Noble County.....	324	250	28,896	27,938	2,625	1,045	812	360	47	5,263	55	1,950
44	Kendallville.....	104	96	12,660	12,560	1,413	543	426	103	14	2,512	19	887
45	Remainder of County.....	220	154	16,236	15,378	1,212	502	386	257	33	2,751	36	1,063
46	Ohio County.....	42	32	2,280	2,182	174	94	67	42	10	789	5	172
47	Orange County.....	194	150	12,843	12,147	993	538	431	212	34	3,293	31	842
48	Paoli.....	75	55	5,136	4,894	446	223	184	84	13	1,164	13	337
49	Remainder of County.....	119	95	7,707	7,253	547	315	247	128	21	2,129	18	505
50	Owen County.....	105	79	7,667	7,297	620	293	240	118	22	1,964	17	530
51	Parke County.....	154	114	11,056	10,216	786	416	312	183	40	2,998	26	663
52	Perry County.....	203	121	14,441	12,757	1,228	527	431	210	66	3,887	31	924
53	Tell City.....	120	80	11,168	10,192	1,053	430	359	125	28	2,516	18	625
54	Remainder of County.....	83	41	3,273	2,565	175	97	72	85	38	1,571	13	299
55	Pike County.....	149	95	10,175	9,041	750	311	235	164	51	2,403	18	495
56	Petersburg.....	66	50	5,798	5,432	446	183	135	73	17	1,351	10	331
57	Remainder of County.....	83	45	4,377	3,609	304	128	100	91	34	1,052	8	164
58	Porter County.....	403	307	41,167	39,163	4,265	1,712	1,263	474	72	9,258	76	2,980
59	Chesterton.....	82	54	5,132	4,590	371	191	131	92	10	1,265	19	533
60	Valparaiso.....	198	150	23,128	22,002	2,715	1,077	802	238	42	5,111	31	1,453
61	Remainder of County.....	123	103	12,907	12,571	1,179	444	330	144	20	2,882	26	994
62	Posey County.....	204	144	13,997	12,697	1,209	557	456	215	41	3,592	42	1,016
63	Mount Vernon.....	115	79	7,783	7,119	751	340	288	113	20	2,220	22	496
64	Remainder of County.....	89	65	6,214	5,578	458	217	168	102	21	1,372	20	520
65	Pulaski County.....	143	113	13,993	13,453	1,114	439	369	156	24	2,275	22	574
66	Putnam County.....	237	177	22,537	21,431	1,845	905	721	249	34	4,625	30	1,297
67	Greencastle.....	118	96	14,593	14,331	1,294	572	466	119	15	2,360	18	594
68	Remainder of County.....	119	81	7,944	7,100	551	333	255	130	19	2,265	21	713
69	Randolph County.....	332	244	27,596	26,298	2,430	1,034	845	347	49	5,401	48	1,327
70	Union City.....	74	54	6,275	5,725	643	289	235	73	11	1,384	7	279
71	Winchester.....	121	97	11,696	11,456	1,122	470	376	129	14	2,203	14	652
72	Remainder of County.....	137	93	9,625	9,117	665	275	234	145	24	1,814	22	396

Payroll, and Personnel

Kind-of-business group - Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
2	(D)	2	(D)	1	(D)	2	(D)	12	900	7	1,625	2	(D)	3	114	4	18	1	
3	358	7	251	7	247	6	1,852	19	1,200	5	440	3	(D)	15	715	2	(D)	2	
1	(D)	1	(D)	5	249	3	428	1	(D)	3	183	4	36	3	
6	(D)	17	1,016	16	1,436	5	4,223	6	444	10	1,170	6	515	11	623	8	(D)	4	
11	548	9	375	12	554	13	3,493	74	5,207	30	(D)	6	562	31	2,147	10	60	5	
25	8,504	62	5,746	46	3,297	58	16,335	114	7,095	57	7,393	26	2,925	98	12,132	32	1,056	6	
8	2,707	29	2,869	22	1,455	25	8,275	46	2,555	17	2,862	9	1,172	42	7,259	9	126	7	
12	5,489	33	2,877	19	1,766	23	6,830	40	3,043	19	2,277	11	1,597	47	2,861	18	895	8	
5	308	5	76	10	1,230	28	1,497	21	2,254	6	156	9	2,012	5	35	9	
18	2,854	30	1,722	21	1,773	24	5,861	37	3,406	30	3,227	11	821	50	2,134	12	104	10	
10	2,377	23	1,442	17	1,495	20	4,329	23	2,385	23	2,155	8	618	31	1,757	9	82	11	
2	(D)	7	280	3	(D)	3	(D)	4	221	5	(D)	2	(D)	12	227	2	(D)	12	
6	(D)	1	(D)	1	(D)	10	800	2	(D)	1	(D)	7	150	1	(D)	13	
33	11,113	92	8,399	90	6,658	63	24,382	152	8,199	89	10,598	36	4,497	151	10,560	19	630	14	
3	(D)	10	463	7	444	5	1,369	13	495	9	717	3	241	16	1,057	4	(D)	15	
16	8,347	64	6,942	58	4,888	32	18,542	77	4,082	39	5,533	24	3,390	104	5,929	13	547	16	
4	1,844	12	755	10	723	15	2,824	26	1,433	10	1,282	3	478	18	(D)	1	(D)	17	
10	(D)	6	239	15	603	11	1,647	36	2,189	31	3,066	6	388	13	(D)	1	(D)	18	
129	131,806	278	36,522	287	42,484	245	163,512	594	49,822	258	46,716	293	38,410	728	58,338	274	34,015	19	
4	120	5	454	2	(D)	3	140	4	236	4	(D)	3	406	9	504	3	37	20	
118	131,003	267	35,054	268	40,599	228	159,594	478	39,968	223	38,915	268	35,212	687	55,616	256	32,947	21	
1	(D)	6	767	2	(D)	1	(D)	9	787	2	(D)	3	(D)	22	
6	(D)	7	247	15	1,008	13	(D)	103	8,861	29	6,515	20	(D)	29	(D)	15	1,031	23	
14	1,975	24	1,463	23	870	30	5,972	58	3,237	47	4,626	10	732	39	4,147	14	254	24	
3	(D)	4	223	6	271	6	1,021	7	509	8	890	2	(D)	4	107	5	105	25	
6	1,487	17	1,104	10	390	13	3,020	24	1,236	15	1,520	3	331	22	2,157	3	107	26	
5	(D)	3	136	7	209	11	1,931	27	1,492	24	2,216	5	(D)	13	1,883	6	42	27	
5	(D)	6	268	5	227	7	1,971	9	759	9	1,150	4	182	12	(D)	28	
11	2,989	20	1,133	18	1,264	24	4,812	49	2,464	34	3,826	8	545	44	4,303	12	165	29	
8	2,805	19	(D)	16	(D)	20	(D)	32	1,731	17	2,196	7	(D)	36	2,668	6	22	30	
3	184	1	(D)	2	(D)	4	(D)	17	733	17	1,330	1	(D)	8	1,635	6	143	31	
14	3,093	33	4,047	26	2,458	29	10,346	52	3,271	28	3,495	10	1,664	60	4,156	5	189	32	
11	3,063	33	4,047	24	(D)	27	(D)	42	2,943	27	2,605	10	(D)	47	2,615	3	(D)	33	
3	30	2	(D)	2	(D)	10	328	8	800	...	(D)	13	1,541	2	(D)	34	
12	3,099	18	1,877	27	1,753	23	7,633	52	2,267	43	3,722	16	947	54	5,862	8	123	35	
7	2,972	17	(D)	14	1,429	15	5,647	26	1,560	16	1,527	8	744	44	(D)	8	123	36	
5	127	1	(D)	13	324	8	1,986	26	707	27	2,095	8	203	10	(D)	37	
12	1,766	13	465	14	892	20	4,104	43	2,222	28	3,314	6	559	36	(D)	2	(D)	38	
4	955	10	371	7	500	12	2,493	21	997	7	2,002	3	328	17	(D)	...	(D)	39	
8	811	3	94	7	392	8	1,611	22	1,225	21	1,312	3	231	19	(D)	2	(D)	40	
8	553	7	193	10	403	12	2,653	27	1,161	25	2,883	9	418	17	728	7	44	41	
10	1,120	23	872	21	1,121	27	6,763	40	2,903	43	5,497	9	546	41	2,709	8	152	42	
3	(D)	11	526	10	681	9	3,185	13	1,056	9	2,320	4	273	10	357	2	(D)	43	
7	(D)	12	346	11	440	18	3,578	27	1,847	34	3,177	5	273	31	2,352	6	(D)	44	
3	(D)	4	55	2	(D)	4	368	5	178	4	216	1	(D)	2	(D)	2	(D)	45	
19	608	9	314	8	432	13	2,900	27	1,314	17	1,767	6	427	26	860	4	86	46	
6	307	3	(D)	3	162	8	1,207	9	524	6	612	2	(D)	9	473	3	(D)	47	
13	301	6	(D)	5	270	5	1,693	18	790	11	1,155	4	(D)	17	387	1	(D)	48	
5	396	6	319	7	1,860	18	855	15	723	4	247	9	(D)	2	(D)	49	
9	669	1	(D)	7	196	10	2,185	27	1,033	20	1,808	5	241	9	(D)	50	
11	895	19	795	11	817	14	4,912	23	676	12	655	4	338	10	(D)	2	(D)	51	
5	574	15	679	10	(D)	11	(D)	14	512	6	399	3	(D)	8	317	2	(D)	52	
6	321	4	116	1	(D)	3	(D)	9	164	6	256	1	(D)	2	(D)	53	
13	827	6	270	7	215	11	3,739	20	975	16	908	3	136	4	(D)	...	(D)	54	
3	228	6	270	4	(D)	8	2,228	9	611	6	528	2	(D)	1	(D)	...	(D)	55	
10	599	3	(D)	3	1,511	11	364	10	380	1	(D)	3	162	56	
14	2,744	25	1,218	21	1,394	26	9,040	64	3,337	37	5,988	11	1,249	45	3,726	12	233	57	
4	222	7	164	3	119	6	1,503	17	666	3	181	3	218	10	271	58	
5	2,178	15	1,013	16	(D)	14	5,929	22	1,520	16	2,326	5	896	24	1,502	8	(D)	59	
5	344	3	41	2	(D)	6	1,608	25	1,161	18	3,481	3	135	11	1,953	4	(D)	60	
15	922	7	303	12	705	10	3,433	26	1,037	18	1,908	7	390	25	(D)	1	(D)	61	
7	571	4	285	8	414	7	1,206	15	515	9	1,256	3	191	19	(D)	1	(D)	62	
8	351	3	18	4	291	3	2,227	11	522	9	652	4	199	6	62	63	
5	544	4	202	9	373	11	2,757	16	911	26	4,031	7	329	19	1,997	64	
15	1,713	12	726	15	859	15	5,468	39	1,751	23	3,435	8	580	33	2,061	4	22	65	
3	1,264	9	670	12	(D)	12	(D)	18	732	8	2,083	4	488	19	1,137	66	
10	449	3	56	3	(D)	3	(D)	21	1,019	15	1,352	4	92	14	924	4	...	67	
18	1,917	18	634	24	1,435	31	5,113	49	2,285	35	3,426	10	673	42	5,279	8	106	68	
6	666	4	119	6	528	9	1,418	11	536	3	522	3	267	14	562	69	
5	978	11	357	12	588	13	2,474	9	568	10	838	3	274	19	(D)	6	(D)	70	
7	273	3	158	6	319	9	1,221	29	1,187	22	2,066	4	132	9	(D)	2	(D)	71	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales.

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Ripley County.....	249	167	20,472	18,936	1,379	600	487	278	51	4,063	38	1,223
2	Batesville.....	54	44	4,029	3,887	372	167	117	54	11	1,159	11	351
3	Remainder of County.....	195	123	16,443	15,049	1,007	433	370	224	40	2,904	27	872
4	Rush County.....	195	143	19,897	18,801	1,719	690	581	215	36	3,334	26	939
5	Rushville.....	128	98	14,405	13,731	1,400	557	460	135	23	2,594	18	738
6	Remainder of County.....	67	45	5,492	5,070	319	133	121	80	13	740	8	201
7	St. Joseph County.....	2,021	1,567	247,145	237,241	31,704	10,953	8,836	2,088	410	54,225	401	19,376
8	Mishawaka.....	470	272	39,959	38,105	4,123	1,526	1,186	390	79	9,961	66	3,582
9	South Bend.....	1,375	1,067	183,148	175,930	25,374	8,593	6,963	1,406	274	39,259	278	13,833
10	Remainder of County.....	276	228	24,038	23,206	2,207	834	687	292	57	5,005	57	1,961
11	Scott County.....	131	97	11,260	10,608	1,064	456	393	142	19	2,627	19	758
12	Scottsburg.....	98	72	8,271	7,813	833	350	295	104	10	1,383	14	618
13	Remainder of County.....	33	25	2,989	2,795	231	106	98	38	9	1,244	5	140
14	Shelby County.....	283	211	30,198	29,044	3,132	1,270	1,052	285	61	7,014	40	1,606
15	Shelbyville.....	193	151	23,426	22,738	2,619	1,016	855	194	36	5,056	29	1,237
16	Remainder of County.....	90	60	6,772	6,306	513	254	197	91	25	1,958	11	369
17	Spencer County.....	197	135	10,277	9,383	776	473	392	207	39	2,086	36	865
18	Starke County.....	218	158	18,195	16,933	1,359	602	438	260	41	3,252	45	1,195
19	Knox.....	94	68	9,740	9,362	729	282	222	109	10	1,683	17	340
20	Remainder of County.....	124	90	8,455	7,571	630	320	216	151	31	1,569	28	855
21	Steuben County.....	263	195	18,883	17,539	1,634	749	575	303	35	4,268	52	1,632
22	Angola.....	125	95	11,031	10,505	985	429	317	140	12	2,140	25	973
23	Remainder of County.....	138	100	7,852	7,034	649	320	258	163	23	2,128	27	659
24	Sullivan County.....	266	186	16,034	14,468	1,257	608	495	314	65	4,149	49	1,127
25	Sullivan.....	113	89	9,000	8,436	794	356	292	126	30	2,332	18	483
26	Remainder of County.....	153	97	7,034	6,032	463	252	203	188	35	1,817	31	644
27	Switzerland County.....	77	49	3,691	2,847	217	118	93	93	15	655	7	144
28	Tippacanoe County.....	630	522	83,739	82,585	10,469	4,370	3,402	587	77	16,954	127	7,510
29	Lafayette.....	459	375	62,272	61,550	8,084	3,225	2,558	411	49	13,376	88	5,888
30	West Lafayette.....	82	72	12,902	12,716	1,618	798	568	41	12	2,753	21	1,060
31	Remainder of County.....	89	75	8,565	8,319	767	347	276	85	16	825	18	570
32	Tipton County.....	157	117	11,507	10,991	1,008	414	324	164	26	2,373	26	730
33	Tipton.....	103	79	8,768	8,388	814	327	251	99	16	1,656	16	534
34	Remainder of County.....	54	38	2,739	2,603	194	87	73	65	10	707	10	196
35	Union County.....	65	57	6,243	5,821	549	204	173	59	8	1,048	6	232
36	Vanderburgh.....	1,523	1,215	184,993	178,727	23,085	9,241	7,625	1,625	336	43,057	369	15,871
37	Evansville.....	1,465	1,163	180,982	174,846	22,617	8,963	7,421	1,547	326	42,887	351	14,767
38	Remainder of County.....	58	52	4,011	3,881	468	278	204	78	10	770	18	1,104
39	Vermillion County.....	260	180	16,144	15,004	1,370	647	533	277	51	4,039	68	1,136
40	Clinton.....	142	102	10,139	9,641	947	428	348	162	28	2,862	42	704
41	Remainder of County.....	118	78	6,005	5,363	423	219	185	115	23	1,177	26	432
42	Vigo County.....	1,139	843	119,235	113,969	14,771	5,769	4,572	1,174	262	24,227	266	8,497
43	Terre Haute.....	951	703	109,808	105,476	13,917	5,364	4,244	966	215	21,763	212	6,900
44	West Terre Haute.....	61	35	3,508	3,024	278	117	95	74	18	1,321	12	383
45	Remainder of County.....	127	105	5,919	5,469	576	288	233	134	29	1,143	42	1,214
46	Wabash County.....	318	250	31,403	30,031	3,032	1,280	1,017	353	63	6,510	43	1,959
47	North Manchester.....	70	56	7,955	7,637	636	279	232	85	10	1,343	8	279
48	Wabash.....	177	143	19,230	18,504	2,130	884	692	182	41	4,820	24	1,352
49	Remainder of County.....	71	51	4,218	3,890	266	117	93	86	12	347	11	332
50	Warren County.....	72	48	4,065	3,755	235	144	103	81	20	1,637	13	229
51	Warrick County.....	215	131	14,068	12,642	1,219	545	429	252	66	3,857	34	1,041
52	Boonville.....	103	67	8,570	7,916	777	328	270	125	27	2,285	12	509
53	Remainder of County.....	112	64	5,498	4,726	442	217	159	127	39	1,572	22	532
54	Washington County.....	171	113	13,227	12,077	1,017	455	364	204	49	3,856	16	540
55	Salem.....	103	73	8,415	7,947	795	357	280	117	24	1,688	12	499
56	Remainder of County.....	68	40	4,812	4,130	222	98	84	87	25	1,868	4	41
57	Wayne County.....	762	592	81,958	78,358	9,204	3,868	2,965	738	123	17,753	131	5,488
58	Cambridge City.....	58	48	4,837	4,715	395	181	136	54	8	1,417	7	255
59	Richmond.....	554	442	65,851	63,451	7,931	3,289	2,537	504	81	13,836	94	4,265
60	Remainder of County.....	150	102	11,270	10,192	878	398	292	180	34	2,500	30	964
61	Wells County.....	201	145	21,647	20,379	1,975	802	664	226	38	4,570	23	936
62	Bluffton.....	121	89	14,286	13,676	1,489	617	515	129	22	3,546	14	724
63	Remainder of County.....	80	56	7,361	6,703	486	185	149	97	16	1,024	9	212
64	White County.....	256	206	21,582	20,518	1,762	758	609	286	41	4,887	39	1,382
65	Monticello.....	156	116	17,957	17,357	934	393	322	104	11	2,500	13	495
66	Remainder of County.....	158	120	11,924	11,164	828	365	287	182	30	2,387	26	887
67	Whitley County.....	225	165	18,789	17,927	1,494	714	557	250	46	3,901	30	1,153
68	Columbia City.....	115	89	10,684	10,300	916	434	341	131	22	2,242	15	686
69	Remainder of County.....	110	76	8,105	7,627	578	280	216	119	24	1,663	15	467

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

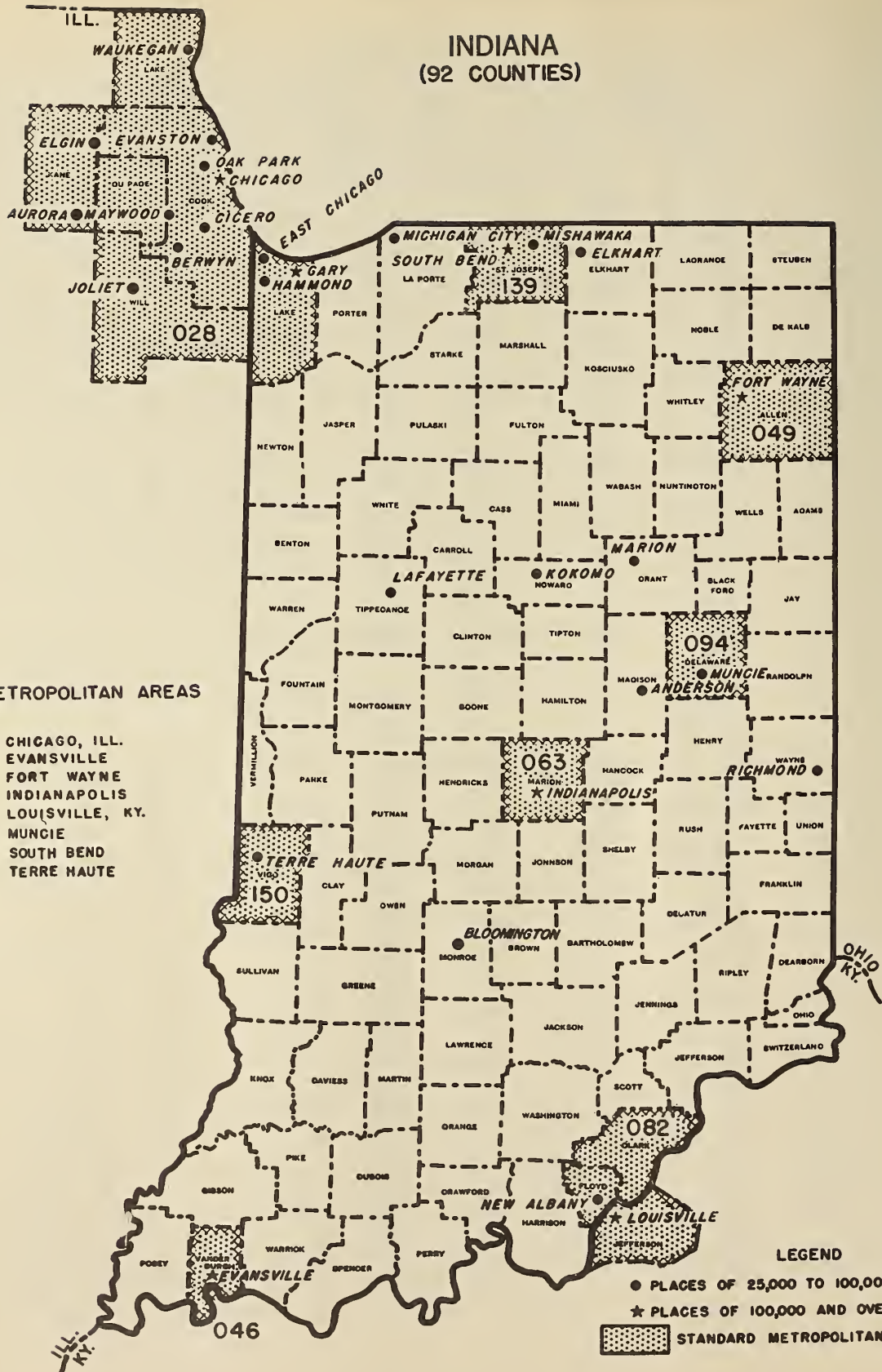
Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
16	615	15	438	15	707	22	5,331	26	1,306	31	2,024	8	512	18	4,188	9	65	1	
3	115	5	236	4	374	4	423	5	347	3	(D)	2	(D)	2	(D)	4	40	2	
13	500	10	202	11	333	18	4,908	21	959	28	(D)	6	(D)	16	(D)	5	25	3	
7	618	9	508	8	492	11	3,743	26	1,775	31	3,324	6	466	35	4,698	4	
6	(D)	9	508	7	(D)	8	2,999	15	1,291	16	2,085	3	363	23	(D)	5	
1	(D)	1	(D)	3	744	11	484	15	1,239	3	103	12	(D)	6	
61	33,376	138	18,250	116	15,167	86	42,492	253	16,334	122	19,097	71	7,971	279	16,484	84	4,373	7	
9	1,080	20	1,244	22	1,526	22	12,592	50	2,819	20	2,821	13	1,085	48	2,514	21	735	8	
42	31,812	112	16,618	80	12,493	48	26,551	159	10,685	73	10,376	47	6,251	205	11,730	57	3,540	9	
10	484	6	388	14	1,148	16	3,349	44	2,830	29	5,900	11	635	26	2,240	6	98	10	
5	500	6	703	10	662	9	2,410	26	1,346	12	1,297	4	332	17	588	4	37	11	
3	(D)	4	(D)	8	(D)	8	(D)	24	(D)	8	1,171	3	(D)	12	345	4	37	12	
2	(D)	2	(D)	2	(D)	1	(D)	2	(D)	4	126	1	(D)	5	243	13	
10	1,947	15	1,629	18	1,183	17	5,840	23	1,525	33	4,148	8	949	46	3,743	12	714	14	
5	1,488	14	(D)	13	1,103	14	5,416	14	1,216	21	3,023	7	(D)	33	2,119	7	(D)	15	
5	459	1	(D)	5	80	3	424	9	309	12	1,125	1	(D)	13	1,624	5	(D)	16	
12	525	6	185	13	228	14	2,578	24	863	24	1,257	4	280	20	1,364	5	46	17	
15	1,364	10	504	12	1,227	15	4,438	30	1,545	20	2,918	3	208	22	1,419	5	125	18	
6	293	7	373	5	(D)	11	3,920	13	711	8	1,021	2	(D)	12	487	3	(D)	19	
9	1,071	3	131	7	(D)	4	518	17	834	12	1,497	1	(D)	10	932	2	(D)	20	
13	1,415	12	544	11	530	22	3,454	37	1,984	33	3,274	7	554	31	1,171	10	87	21	
3	(D)	12	544	6	348	13	2,584	17	939	12	1,571	3	405	20	742	2	(D)	22	
10	(D)	5	182	9	870	20	1,015	21	1,703	4	149	11	429	8	(D)	23	
17	1,309	12	401	11	511	18	3,451	31	1,284	26	1,901	10	374	22	1,500	5	27	24	
7	878	8	366	3	192	9	2,175	15	753	10	1,093	3	210	10	518	25	
10	431	4	35	8	319	9	1,276	16	531	16	808	7	164	12	982	5	27	26	
15	615	3	84	3	109	3	656	11	(D)	9	744	2	(D)	9	301	27	
17	11,866	59	6,571	36	4,097	37	13,491	74	5,322	41	6,601	28	3,918	106	6,854	28	547	28	
11	8,014	54	6,113	30	3,687	19	9,495	47	3,249	28	4,187	22	3,410	84	4,319	27	534	29	
2	(D)	5	458	4	(D)	6	1,137	13	1,191	3	(D)	3	408	13	1,392	...	(D)	30	
4	(D)	2	(D)	12	2,859	14	882	10	(D)	3	100	9	1,143	1	(D)	31	
5	756	6	450	9	466	11	2,396	17	833	22	2,301	6	377	22	722	7	103	32	
3	(D)	6	450	8	(D)	10	(D)	11	570	12	1,233	3	287	16	676	2	(D)	33	
2	(D)	1	(D)	1	(D)	6	263	10	1,068	3	90	6	46	5	(D)	34	
2	(D)	4	147	4	310	3	(D)	16	530	8	1,369	5	223	9	1,599	35	
34	24,460	104	19,349	82	12,159	70	27,435	151	13,595	74	7,541	57	7,153	173	10,426	73	3,947	36	
28	24,010	104	19,349	81	(D)	68	(D)	143	13,126	70	6,928	57	7,153	167	10,245	70	3,902	37	
6	450	1	(D)	2	(D)	8	469	4	613	6	181	3	45	38	
11	1,087	6	498	15	880	23	4,216	32	1,300	21	1,832	10	450	17	650	6	56	39	
2	(D)	6	498	5	613	14	2,479	14	671	10	794	5	352	12	338	4	(D)	40	
9	(D)	10	267	9	1,737	18	629	11	1,038	5	98	5	312	2	(D)	41	
29	23,285	62	5,458	50	5,322	61	23,022	136	7,097	52	6,864	40	4,136	145	7,407	36	3,920	42	
21	22,928	61	(D)	45	5,163	54	22,227	105	5,409	42	5,974	37	3,933	125	6,434	34	(D)	43	
1	(D)	1	(D)	4	(D)	3	(D)	7	451	5	439	2	(D)	8	258	44	
7	(D)	1	(D)	4	(D)	24	1,237	5	451	1	(D)	12	715	2	(D)	45	
14	2,032	20	1,193	23	2,297	20	5,829	42	2,352	35	3,103	13	863	39	5,103	6	162	46	
3	(D)	4	254	5	362	4	1,585	13	971	7	778	3	144	10	1,521	3	(D)	47	
10	1,385	16	939	13	1,861	12	3,416	21	1,080	11	1,205	7	613	19	(D)	3	(D)	48	
1	(D)	5	74	4	828	8	301	17	1,120	3	106	10	(D)	49	
4	92	2	(D)	3	(D)	8	203	11	1,142	2	(D)	5	(D)	4	24	50	
12	801	3	127	12	425	13	3,359	17	466	21	2,916	4	(D)	30	667	3	(D)	51	
5	603	2	(D)	6	280	10	(D)	8	241	12	1,869	3	254	15	289	3	(D)	52	
7	198	1	(D)	6	145	3	(D)	9	225	9	1,047	1	(D)	15	378	53	
11	1,123	7	455	9	387	16	3,542	18	835	17	1,531	3	237	22	(D)	3	(D)	54	
4	587	6	(D)	8	(D)	12	2,408	8	448	10	1,035	3	237	13	431	3	(D)	55	
7	536	1	(D)	1	(D)	4	1,134	10	387	7	496	9	(D)	56	
26	7,300	59	4,915	41	5,420	56	16,321	74	5,544	70	8,118	29	2,831	115	7,181	38	1,091	57	
4	219	5	291	1	(D)	3	(D)	8	449	4	537	5	146	12	273	1	(D)	58	
16	6,680	51	4,557	33	5,214	39	12,008	44	3,943	48	6,349	19	2,386	93	5,771	31	842	59	
6	401	3	67	7	(D)	14	(D)	18	1,152	18	1,232	5	299	10	1,137	6	(D)	60	
9	1,376	13	608	13	1,637	16	3,463	25	1,504	25	3,022	5	(D)	24	2,517	10	(D)	61	
3	1,138	11	(D)	8	1,039	11	2,361	12	1,035	13	1,352	3	236	14	569	10	(D)	62	
6	238	2	(D)	5	598	5	1,107	13	469	12	1,670	2	(D)	10	1,948	63	
8	534	12	808	11	1,007	18	4,128	45	2,155	38	3,738	6	618	34	2,301	4	24	64	
4	371	9	(D)	7	738	8	1,336	15	1,006	8	1,299	3	461	20	(D)	65	
4	163	3	(D)	4	269	10	2,792	30	1,149	30	2,439	3	157	14	(D)	4	24	66	
8	975	9	553	19	688	14	3,823	40	1,780	18	2,373	6	441	29	3,038	6	60	67	
5	841	8	(D)	14	548	8	2,549	14	727	9	1,159	4	(D)	12	1,077	4	(D)	68	
3	134	1	(D)	5	140	6	1,274	26	1,053	9	1,214	2	(D)	17	1,961	2	(D)	69	

INDIANA (92 COUNTIES)

STANDARD METROPOLITAN AREAS

CODE	
028	CHICAGO, ILL.
046	EVANSVILLE
049	FORT WAYNE
063	INDIANAPOLIS
082	LOUISVILLE, KY.
094	MUNCIE
139	SOUTH BEND
150	TERRE HAUTE



U. S. DEPARTMENT OF COMMERCE

Field Offices

ALBUQUERQUE, N. MEX.
Rm, 321, Post Office Bldg.

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Room 340
Peachtree and Seventh St. Bldg.

BOSTON 9, MASS.
Room 1416
U. S. Post Office & Courthouse

BUFFALO 3, N. Y.
504 Federal Bldg.
117 Ellicott Street

CHARLESTON 4, S. C.
Area 2 Sergeant Jasper Bldg.
West End Broad Street

CHEYENNE, WYO.
307 Federal Office Bldg.

CHICAGO 6, ILL.
226 West Jackson Blvd.

CINCINNATI 2, OHIO
442 U. S. Post Office & Court-
house

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DALLAS 22, TEX.
1114 Commerce Street

DENVER 2, COLO.
142 New Custom House

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438 Federal Bldg.

EL PASO, TEX.
Chamber of Commerce Bldg.

HOUSTON 2, TEX.
430 Lamar Avenue

JACKSONVILLE 1, FLA.
425 Federal Bldg.

KANSAS CITY 6, MO.
Federal Office Bldg.

LOS ANGELES 15, CALIF.
Room 450
Western Pacific Bldg.
1031 South Broadway

MEMPHIS 3, TENN.
212 Falls Bldg.
22 North Front St.

MIAMI 32, FLA.
316 U. S. Post Office Bldg.
300 NE. First Avenue

MINNEAPOLIS 1, MINN.
319 Metropolitan Bldg.
2d Avenue South & 3d Street

NEW ORLEANS 12, LA.
333 St. Charles Avenue

NEW YORK 17, N. Y.
4th Floor, 110 E. 45th St.

PHILADELPHIA 7, PA.
Jefferson Bldg.
1015 Chestnut Street

PHOENIX, ARIZ.
137 North Second Avenue

PITTSBURGH 22, PA.
817 Fulton Bldg.
107 Sixth St.

PORTLAND 4, OREG.
217 Old U. S. Courthouse

RENO, NEV.
1479 Wells Avenue

RICHMOND 19, VA.
1103 East Main Street

ST. LOUIS 1, MO.
910 New Federal Bldg.

SALT LAKE CITY 1, UTAH
Room 105
222 S. W. Temple St.

SAN FRANCISCO 11, CALIF
119 Customhouse
555 Battery St.

SAVANNAH, GA.
235 U. S. Courthouse & Post
Office Bldg.

SEATTLE 4, WASH.
809 Federal Office Bldg.
909 First Avenue

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| Retail Trade
<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | Wholesale Trade
<input type="checkbox"/> Area Bulletins
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<input type="checkbox"/> Census Volumes | Selected Service Trades
<input type="checkbox"/> Area Bulletins
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|---|--|--|
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DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

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1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-15

IOWA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
IOWA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	35,122	23,950	3,074,945	2,851,465	33,623	24,937	2,540,870	2,381,499
Food stores.....	5,494	3,496	586,671	531,673	6,453	4,187	455,669	403,823
Eating, drinking places.....	6,459	4,807	188,055	161,497	6,388	4,952	165,558	148,483
General merchandise group.....	1,322	1,066	269,662	263,950	1,269	1,019	261,627	257,387
Apparel, accessories stores.....	1,840	1,538	144,111	137,699	1,677	1,349	137,195	132,183
Furniture, home furnishings, appliance dealers.....	1,975	1,337	136,451	125,173	1,770	1,314	112,042	104,164
Automotive group.....	1,988	1,728	546,601	536,029	2,275	1,979	425,004	414,216
Gasoline service stations.....	4,492	2,736	221,595	182,943	4,557	2,701	153,022	122,511
Lumber, bldg. matls., hardware, farm equipment dealers..	4,315	3,579	477,433	459,607	4,596	3,947	464,891	451,791
Drug stores, proprietary stores.....	1,093	899	82,688	78,182	1,092	916	66,040	62,692
Other retail stores.....	4,212	2,572	377,548	347,722	3,469	2,510	282,427	267,333
Nonstore retailers.....	1,932	192	44,130	26,990	77	63	17,395	16,916

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales.

Line No.	County and city	Total							Kind-of-business group					
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places		
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lishments (Number)	Sales (\$1,000)	Estab-lishments (Number)	Sales (\$1,000)	
1	Iowa, total.....	35,122	23,950	3,074,945	2,851,465	279,130	118,381	93,219	37,000	5,494	586,671	6,454	188,055	
2	Adair County.....	156	96	10,387	9,231	647	279	236	176	21	1,802	22	548	
3	Adams County.....	111	67	7,467	6,369	570	262	203	118	22	1,418	10	349	
4	Allamakee County.....	267	161	16,663	14,277	934	503	354	312	32	2,064	47	1,068	
5	Waukon.....	114	76	8,433	7,841	555	290	199	120	11	1,055	17	493	
6	Remainder of County.....	153	85	8,230	6,436	383	213	155	192	21	1,009	30	575	
7	Appanoose County.....	277	155	14,480	12,194	1,100	552	410	306	59	3,609	37	642	
8	Centerville.....	166	104	11,330	10,166	969	473	353	176	33	2,772	22	421	
9	Remainder of County.....	111	51	3,150	2,028	132	79	57	130	26	837	15	221	
10	Audubon County.....	159	117	12,613	11,993	915	417	348	186	16	1,393	26	546	
11	Audubon.....	94	70	8,184	7,842	632	280	232	116	9	1,160	13	295	
12	Remainder of County.....	65	47	4,429	4,141	283	137	116	70	7	233	13	251	
13	Benton County.....	315	213	24,614	22,998	1,763	780	602	342	54	4,718	63	1,558	
14	Belle Plaine.....	60	50	4,353	4,099	333	182	133	62	9	1,106	12	351	
15	Vinton.....	96	74	10,131	9,761	841	355	275	108	17	2,031	17	498	
16	Remainder of County.....	159	89	10,120	9,128	569	243	194	172	28	1,561	34	679	
17	Black Hawk County.....	1,136	842	128,349	121,959	13,395	5,292	3,968	1,138	195	25,221	237	7,854	
18	Cedar Falls.....	195	143	19,206	18,192	1,880	800	560	193	41	4,523	32	1,001	
19	Evansdale.....	26	20	1,474	1,342	116	44	34	29	10	192	
20	Waterloo.....	780	590	97,611	93,999	10,843	4,187	3,171	762	136	19,679	164	5,857	
21	Remainder of County.....	135	89	10,058	8,286	556	261	203	155	18	1,019	31	824	
22	Boone County.....	367	245	27,992	25,460	2,390	1,105	854	377	72	6,302	66	1,639	
23	Boone.....	236	158	19,119	17,535	1,870	846	659	239	53	4,563	40	1,272	
24	Remainder of County.....	131	87	8,783	7,925	510	259	195	138	19	1,709	26	367	
25	Bremer County.....	258	188	22,216	20,806	1,738	804	607	285	35	4,141	39	1,412	
26	Waverly.....	117	81	10,936	10,276	1,030	420	324	129	16	2,088	16	656	
27	Remainder of County.....	141	107	11,280	10,530	708	384	283	156	19	2,053	23	756	
28	Buchanan County.....	284	172	17,567	15,163	1,457	671	513	294	46	3,856	46	1,120	
29	Independence.....	123	93	9,114	8,682	833	374	264	123	10	1,964	20	563	
30	Remainder of County.....	161	79	8,453	6,481	624	297	245	171	36	1,892	28	557	
31	Buena Vista County.....	349	241	29,774	27,512	2,373	973	793	387	29	4,902	46	1,846	
32	Storm Lake.....	156	126	19,317	18,675	1,790	692	570	169	13	3,129	17	1,049	
33	Remainder of County.....	193	115	10,457	8,837	583	281	223	218	16	1,773	27	803	
34	Butler County.....	289	183	20,583	18,633	1,147	519	421	331	40	2,562	35	804	
35	Calhoun County.....	277	191	16,877	15,243	1,041	532	417	300	44	3,915	40	905	
36	Carroll County.....	408	294	31,433	29,061	2,578	1,066	862	450	40	5,146	79	2,271	
37	Carroll.....	178	138	18,205	17,301	1,740	682	555	201	12	3,368	31	1,174	
38	Remainder of County.....	230	156	13,228	11,760	838	384	307	249	28	1,778	48	1,097	
39	Cass County.....	346	238	27,342	24,470	2,264	934	763	351	43	4,617	50	1,067	
40	Atlantic.....	172	130	17,649	16,603	1,700	668	543	174	16	3,013	23	567	
41	Remainder of County.....	174	109	9,693	7,867	564	266	220	177	27	1,604	27	520	
42	Cedar County.....	295	189	22,114	19,880	1,401	612	505	325	35	2,742	44	1,203	
43	Tipton.....	89	65	7,251	6,655	491	236	171	105	8	822	12	375	
44	Remainder of County.....	206	124	14,863	13,225	910	376	334	220	27	1,920	32	828	
45	Cerro Gordo County.....	625	469	67,206	64,102	7,045	2,908	2,131	578	115	11,756	136	4,214	
46	Clear Lake.....	121	77	7,455	6,577	617	358	231	135	21	1,664	26	785	
47	Mason City.....	403	323	51,325	49,891	5,987	2,350	1,921	346	73	8,930	82	2,873	
48	Remainder of County.....	101	69	8,426	7,534	441	200	161	97	21	1,142	25	556	
49	Cherokee County.....	245	173	21,308	20,064	1,646	721	599	254	32	3,757	39	1,210	
50	Cherokee.....	145	103	14,817	14,099	1,293	573	471	151	13	2,826	21	750	
51	Remainder of County.....	100	70	6,491	5,965	353	148	128	103	19	931	18	460	
52	Chickasaw County.....	237	141	17,897	15,903	1,005	490	376	267	40	2,675	33	910	
53	New Hampton.....	101	67	10,848	10,016	632	297	227	118	16	1,366	15	552	
54	Remainder of County.....	136	74	7,049	5,887	373	193	149	149	24	1,310	18	358	
55	Clarke County.....	123	83	9,927	8,953	625	312	232	135	23	2,155	19	412	
56	Osceola.....	83	61	8,149	7,599	552	269	200	89	13	1,652	12	304	
57	Remainder of County.....	40	22	1,778	1,354	73	43	32	46	10	503	7	108	
58	Clay County.....	283	181	26,340	24,400	2,455	996	864	292	32	4,956	40	1,102	
59	Spencer.....	168	122	22,051	20,567	2,190	878	768	170	15	4,140	20	851	
60	Remainder of County.....	115	59	4,279	3,433	265	118	96	112	17	816	20	251	
61	Clayton County.....	359	221	22,421	19,225	1,199	589	476	381	43	3,251	74	1,466	
62	Clinton County.....	679	473	68,837	64,557	6,711	2,754	2,116	679	123	12,769	135	3,860	
63	Clinton.....	410	318	47,233	45,631	5,206	2,193	1,663	399	77	10,434	80	2,753	
64	De Witt.....	81	61	8,056	7,568	615	247	195	79	11	1,160	10	289	
65	Remainder of County.....	188	94	13,558	11,328	890	314	254	201	35	1,175	45	818	
66	Crawford County.....	277	195	20,045	18,605	1,461	742	585	305	35	3,542	57	1,472	
67	Denison.....	132	102	11,950	11,408	995	498	378	148	11	2,164	28	870	
68	Remainder of County.....	145	93	8,095	7,197	465	244	207	157	24	1,378	29	602	
69	Dallas County.....	392	268	28,058	25,886	2,085	974	772	427	49	5,664	63	1,499	
70	Perry.....	140	102	13,380	12,612	1,119	513	407	151	17	3,100	15	541	
71	Remainder of County.....	252	166	14,678	13,274	966	461	365	276	32	2,564	48	956	

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group - Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
1,322	269,662	1,840	144,111	1,975	136,451	1,988	546,601	4,492	221,595	4,315	477,433	1,093	82,688	4,212	377,548	1,932	44,130	1	
7	453	6	272	4	182	7	1,657	23	1,413	27	2,623	5	230	25	1,165	9	42	2	
5	870	7	(D)	4	127	5	898	17	804	18	1,299	3	157	18	1,389	2	(D)	3	
8	1,533	20	759	13	457	22	3,681	34	1,248	43	3,260	6	247	33	2,286	9	60	4	
4	1,235	6	475	6	198	13	1,287	16	528	16	1,505	4	(D)	16	(D)	5	18	5	
4	298	14	284	7	259	9	2,394	18	720	27	1,655	2	(D)	17	(D)	4	42	6	
18	1,413	16	629	16	1,060	14	2,801	45	1,379	26	1,481	7	382	31	1,035	8	49	7	
6	937	14	(D)	9	939	8	2,692	29	945	14	797	5	(D)	23	864	3	17	8	
12	476	2	(D)	7	121	6	109	16	434	12	684	2	(D)	8	171	5	32	9	
12	557	8	312	8	516	14	2,271	18	1,224	24	2,951	6	261	23	2,558	4	24	10	
5	336	7	(D)	4	(D)	11	1,590	10	812	14	1,968	4	(D)	13	1,313	4	24	11	
7	221	1	(D)	4	(D)	3	681	8	412	10	983	2	(D)	10	1,245	12	
12	812	14	653	12	798	17	3,587	43	1,852	48	6,962	8	396	31	2,974	13	304	13	
3	(D)	10	383	3	(D)	4	847	6	293	7	531	2	(D)	4	278	14	
5	561	4	270	6	424	6	1,816	7	494	9	1,794	2	(D)	18	1,775	5	(D)	15	
4	(D)	3	(D)	7	924	30	1,065	32	4,637	4	75	9	921	8	(D)	16	
23	15,061	76	7,594	62	7,881	65	23,921	133	7,448	88	13,217	36	3,711	141	14,051	80	2,390	17	
3	(D)	11	661	13	1,090	17	4,860	22	1,179	20	2,567	5	412	20	(D)	11	196	18	
...	...	1	(D)	3	(D)	7	340	3	(D)	2	(D)	19	
14	14,495	61	6,808	42	6,395	44	17,743	88	5,124	42	7,568	28	3,204	106	8,796	55	1,962	20	
6	(D)	3	(D)	4	(D)	4	1,318	16	805	23	(D)	3	95	13	2,815	14	232	21	
14	1,427	19	1,246	15	914	19	4,319	62	2,451	41	4,717	13	849	37	3,750	9	288	22	
8	1,255	15	1,135	11	678	13	3,345	36	1,452	21	2,547	9	715	23	(D)	7	(D)	23	
6	172	4	111	4	236	6	974	26	999	20	2,170	4	134	14	(D)	2	(D)	24	
9	1,187	16	685	12	439	18	3,462	29	1,401	50	6,345	5	383	31	2,569	14	192	25	
3	679	12	584	3	238	10	2,094	12	594	16	2,906	3	(D)	18	(D)	8	72	26	
6	508	4	101	9	201	8	1,368	17	807	34	3,439	2	(D)	13	(D)	6	120	27	
14	553	11	525	19	775	9	2,744	36	1,400	46	3,784	5	263	30	2,299	20	248	28	
8	374	10	(D)	9	428	6	1,936	15	731	17	1,593	2	(D)	16	754	10	130	29	
6	179	1	(D)	10	347	3	808	21	669	29	2,191	3	(D)	14	1,545	10	118	30	
18	1,487	31	1,671	26	1,365	16	5,263	52	3,684	63	6,275	10	652	34	2,170	24	459	31	
7	1,021	15	1,313	16	880	11	4,537	22	2,808	21	2,571	3	409	21	1,345	8	261	32	
11	466	16	358	10	485	5	726	30	876	42	3,704	7	243	13	825	16	198	33	
16	1,175	5	191	13	491	17	3,990	44	1,508	55	5,248	10	432	24	3,164	30	1,018	34	
10	501	12	516	16	612	17	2,020	38	1,217	61	5,155	9	402	19	1,450	11	184	35	
25	2,603	24	1,408	18	1,185	28	6,473	50	2,594	56	5,480	11	548	58	3,587	18	138	36	
10	1,626	17	1,200	7	706	13	3,979	20	1,597	19	2,596	5	341	30	1,508	14	110	37	
16	977	7	208	11	479	15	2,494	30	997	37	2,884	6	207	28	2,079	4	28	38	
18	1,874	18	1,550	27	1,142	22	4,463	42	2,151	44	5,070	12	716	47	4,387	23	285	39	
6	1,265	14	1,465	15	750	15	3,747	16	983	18	2,373	3	409	27	2,832	19	245	40	
12	609	4	85	12	392	7	716	26	1,168	26	2,697	9	307	20	1,555	4	40	41	
15	730	8	319	9	287	18	3,555	44	1,941	48	5,821	11	465	47	4,879	16	172	42	
4	282	5	248	5	223	5	1,135	11	669	14	1,382	4	273	17	1,758	4	84	43	
11	448	3	71	4	64	13	2,420	33	1,272	34	4,439	7	192	30	3,121	12	88	44	
14	7,100	44	4,511	25	4,752	31	11,694	72	3,503	55	7,284	16	1,818	63	9,125	54	1,339	45	
2	(D)	7	343	4	(D)	5	(D)	14	426	9	769	5	246	11	1,289	17	478	46	
9	6,897	37	4,168	20	4,378	23	10,356	46	2,439	28	4,424	8	1,513	44	4,504	33	843	47	
3	(D)	1	(D)	3	(D)	12	638	18	2,091	3	59	8	3,442	4	18	48	
9	1,189	13	651	22	1,302	16	4,470	31	1,181	36	3,910	5	555	25	2,952	17	131	49	
5	1,076	5	539	17	1,061	12	3,983	19	719	18	2,294	3	(D)	18	(D)	12	110	50	
4	113	4	112	5	241	4	487	12	462	20	1,616	2	(D)	7	(D)	5	21	51	
6	511	9	534	7	456	9	2,223	39	1,386	48	3,849	4	293	33	4,864	14	195	52	
3	386	6	470	4	386	7	(D)	14	662	15	1,517	2	(D)	14	3,382	5	90	53	
3	125	3	64	3	70	2	(D)	25	724	28	2,332	2	(D)	19	1,482	9	105	54	
4	(D)	5	325	6	232	11	1,686	20	1,055	13	1,898	1	(D)	19	1,377	2	(D)	55	
2	(D)	5	325	6	232	11	1,686	9	720	9	1,525	1	(D)	13	(D)	2	(D)	56	
2	(D)	11	335	4	373	6	(D)	57	
10	1,603	14	2,136	21	1,202	15	5,205	47	1,991	39	5,069	7	596	30	2,101	28	379	58	
7	1,444	14	2,136	15	1,135	13	(D)	21	1,239	17	3,374	3	523	25	(D)	18	299	59	
3	159	6	67	2	(D)	26	752	22	1,695	4	73	5	(D)	10	80	60	
22	1,092	13	435	21	1,044	24	4,577	42	1,445	56	4,858	5	285	42	3,848	17	120	61	
23	6,763	38	2,620	38	2,768	42	14,301	67	3,439	67	8,802	19	1,531	99	9,693	28	2,111	62	
15	6,111	33	2,453	25	2,208	28	10,218	36	2,178	26	3,624	13	(D)	60	3,811	17	(D)	63	
3	421	4	(D)	7	311	5	2,318	11	618	11	1,171	1	(D)	12	1,584	6	26	64	
5	231	1	(D)	6	249	9	1,765	20	643	30	4,007	5	103	27	4,498	5	(D)	65	
12	1,802	11	402	16	704	20	3,004	42	1,696	43	4,015	9	470	30	(D)	2	(D)	66	
4	1,286	7	(D)	11	554	11	2,074	20	873	15	1,545	3	277	20	1,963	2	(D)	67	
8	516	4	(D)	5	150	9	930	22	823	28	2,470	6	193	10	(D)	68	
17	1,505	19	965	24	930	26	5,181	56	2,784	57	4,794	11	721	46	3,907	24	108	69	
7	1,202	12	711	11	441	10	2,524	14	1,319	19	1,888	4	384	21	1,218	10	52	70	
10	303	7	254	13	489	16	2,657	42	1,465	38	2,906	7	337	25	2,689	14	56	71	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments with payroll (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Davis County.....	102	84	7,231	6,931	511	253	198	115	16	1,697	16	379
2	Bloomfield.....	79	65	5,813	5,569	416	216	163	88	10	1,239	10	316
3	Remainder of County.....	23	19	1,418	1,362	95	37	35	27	6	458	6	63
4	Decatur County.....	172	98	8,560	7,266	607	301	233	177	25	2,329	27	451
5	Delaware County.....	216	146	14,255	12,559	1,040	511	407	220	34	2,433	39	836
6	Manchester.....	113	85	8,777	8,107	763	360	301	114	10	1,374	18	434
7	Remainder of County.....	103	61	5,478	4,462	277	151	106	106	24	1,059	21	392
8	Des Moines County.....	491	365	49,550	46,622	5,566	2,289	1,741	507	107	11,622	97	2,756
9	Burlington.....	387	307	43,838	41,994	5,145	2,113	1,591	399	87	10,483	82	2,556
10	Remainder of County.....	104	58	5,712	4,628	421	176	150	108	20	1,139	15	360
11	Dickinson County.....	243	171	14,334	13,042	1,176	504	419	264	23	1,787	42	976
12	Dubuque County.....	409	615	87,613	81,275	9,371	3,909	3,085	960	181	17,797	244	7,095
13	Dubuque.....	686	464	69,716	64,936	8,240	3,390	2,558	717	145	15,124	186	5,577
14	Remainder of County.....	223	151	17,897	16,339	1,131	519	427	243	36	2,673	58	1,518
15	Emmet County.....	224	150	17,633	16,051	1,473	620	460	220	29	3,562	25	772
16	Estherville.....	139	95	12,624	11,736	1,190	482	361	141	15	2,709	17	639
17	Remainder of County.....	85	55	5,009	4,345	283	138	99	79	14	853	8	133
18	Fayette County.....	395	275	30,823	28,445	2,529	1,077	831	403	63	5,763	73	1,686
19	Osceola.....	144	104	13,733	12,717	1,390	579	435	148	17	2,671	30	822
20	Remainder of County.....	251	171	17,090	15,528	1,139	498	396	255	46	3,092	43	864
21	Floyd County.....	290	194	22,329	20,217	1,607	758	593	310	36	4,432	49	1,518
22	Charles City.....	182	130	16,627	15,645	1,341	618	480	192	18	3,430	25	958
23	Remainder of County.....	108	64	5,702	4,572	266	140	113	118	18	1,002	24	560
24	Franklin County.....	220	152	18,730	17,610	1,270	552	459	239	25	3,200	34	795
25	Hampton.....	112	84	10,832	10,320	850	373	310	123	9	2,308	16	452
26	Remainder of County.....	108	68	7,938	7,290	420	179	149	116	16	892	18	343
27	Fremont County.....	168	108	9,693	8,721	602	253	215	191	25	1,766	32	599
28	Greene County.....	234	162	18,498	17,306	1,220	512	421	267	32	2,948	38	937
29	Jefferson.....	119	87	11,475	10,915	691	361	297	133	11	2,015	14	563
30	Remainder of County.....	115	75	7,013	6,391	329	151	124	134	21	933	14	364
31	Grundy County.....	237	145	17,656	15,530	1,093	437	360	262	21	1,732	34	748
32	Guthrie County.....	259	157	13,866	12,430	849	428	331	288	41	2,872	43	705
33	Hamilton County.....	301	217	25,510	23,938	2,047	892	686	300	45	4,203	46	1,355
34	Webster City.....	141	111	15,011	14,377	1,498	631	464	143	21	2,887	21	706
35	Remainder of County.....	160	106	10,499	9,561	549	261	202	157	24	1,316	25	649
36	Hancock County.....	240	158	17,483	15,549	1,116	520	421	251	42	2,823	34	769
37	Hardin County.....	112	276	31,848	29,438	2,359	973	800	435	62	5,136	64	1,608
38	Eldora.....	83	63	6,533	6,029	563	246	204	88	14	1,366	12	299
39	Iowa Falls.....	133	95	10,500	9,874	952	400	323	141	16	1,854	20	611
40	Remainder of County.....	196	118	14,815	13,535	844	327	273	206	32	1,915	32	616
41	Harrison County.....	267	175	17,113	15,669	1,278	645	503	294	42	3,300	50	1,121
42	Missouri Valley.....	85	63	5,800	5,600	529	249	206	96	10	1,146	19	476
43	Remainder of County.....	182	112	11,313	10,069	749	396	297	198	32	2,152	31	715
44	Henry County.....	263	179	20,990	19,398	1,478	645	485	274	39	3,454	45	841
45	Mount Pleasant.....	126	96	10,678	10,024	979	434	329	130	18	2,267	26	492
46	Remainder of County.....	137	83	10,312	9,374	499	211	156	144	21	1,187	19	349
47	Howard County.....	194	140	11,937	11,053	902	436	331	205	22	1,868	33	715
48	Cresco.....	91	75	6,939	6,681	596	289	213	96	9	1,157	14	423
49	Remainder of County.....	103	65	4,998	4,372	306	147	117	109	13	671	14	292
50	Humboldt County.....	233	141	16,872	15,116	1,111	496	412	243	30	2,968	45	942
51	Humboldt.....	84	62	6,000	5,533	500	298	244	96	5	1,133	15	382
52	Remainder of County.....	147	79	8,863	7,453	451	198	168	147	25	1,835	30	560
53	Ida County.....	178	120	12,023	11,235	805	347	283	203	17	1,563	30	818
54	Iowa County.....	229	167	18,417	17,237	1,440	743	590	234	31	3,567	41	2,029
55	Jackson County.....	407	189	21,569	18,783	1,509	642	474	324	56	4,248	50	1,374
56	Maquoketa.....	135	99	11,951	11,329	1,063	446	324	132	23	2,537	18	677
57	Remainder of County.....	172	90	9,578	7,454	446	196	150	192	33	1,711	32	697
58	Jasper County.....	395	255	36,484	33,504	3,256	1,315	1,063	422	56	9,553	66	1,685
59	Newton.....	179	135	23,848	23,192	2,361	1,009	823	173	24	7,171	32	1,037
60	Remainder of County.....	216	120	12,636	10,412	695	306	240	249	32	2,422	34	648
61	Jefferson County.....	211	149	17,842	16,836	1,448	690	526	234	27	3,732	30	866
62	Fairfield.....	138	110	13,052	12,514	1,164	554	409	153	15	3,349	21	688
63	Remainder of County.....	73	39	4,750	4,322	284	136	117	81	12	363	4	178
64	Johnson County.....	433	329	47,269	45,215	5,162	2,316	1,702	415	66	8,467	88	3,459
65	Iowa City.....	116	252	39,434	38,196	4,612	2,026	1,454	295	46	7,205	54	2,356
66	Remainder of County.....	117	77	7,765	7,019	550	290	244	120	20	1,202	24	1,101

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
8	457	5	208	7	272	8	1,906	13	529	15	1,107	3	166	8	477	3	40	1	
6	(D)	5	208	7	272	8	1,906	10	350	10	699	3	166	7	(D)	3	40	2	
2	(O)	3	179	5	408	1	(O)	3	
8	647	3	105	10	320	10	1,598	22	713	28	1,627	8	225	23	515	8	30	4	
7	434	10	723	9	493	15	2,488	26	1,073	31	2,877	6	318	23	2,422	16	168	5	
3	(O)	10	723	8	(D)	9	1,880	13	654	15	1,776	3	250	14	802	10	120	6	
4	(D)	1	(O)	6	608	13	419	16	1,101	3	68	9	1,620	6	48	7	
16	6,930	31	2,773	28	2,745	31	9,904	50	3,132	38	4,543	12	1,021	59	3,520	22	604	8	
10	6,496	27	2,747	25	(D)	24	8,886	37	2,443	25	3,253	10	(D)	44	2,971	16	528	9	
6	434	4	26	3	(O)	7	1,018	13	689	13	1,290	2	(O)	15	549	6	76	10	
8	520	16	650	16	636	14	2,216	30	1,455	49	3,962	9	588	22	1,404	14	110	11	
20	13,347	44	3,861	40	4,094	44	12,779	93	5,426	46	8,586	26	3,021	115	10,539	56	1,068	12	
9	12,251	36	3,676	32	2,983	29	9,985	71	4,767	17	4,548	23	2,729	88	7,070	50	1,002	13	
11	1,096	8	185	8	1,111	15	2,794	22	639	29	4,038	3	292	27	3,465	6	66	14	
6	624	14	959	18	759	9	2,409	36	1,932	42	4,303	4	422	28	1,720	13	171	15	
5	(D)	10	857	12	554	8	(D)	16	804	26	2,892	2	(O)	18	835	10	112	16	
1	(O)	4	102	6	205	1	(O)	20	1,128	16	1,411	2	(O)	10	885	3	59	17	
23	2,107	21	1,573	20	847	26	5,642	50	3,740	55	5,667	9	665	41	2,993	14	200	18	
5	1,420	17	1,341	12	615	8	2,870	19	1,157	11	1,727	3	396	16	732	6	42	19	
18	687	4	232	8	232	18	2,772	31	2,583	44	3,940	6	269	25	2,261	8	158	20	
9	900	23	1,077	22	1,267	17	4,645	32	1,358	40	3,939	7	344	37	2,707	18	162	21	
5	734	22	(D)	15	1,040	16	(D)	16	911	18	2,073	4	262	29	(D)	14	132	22	
4	166	1	(O)	7	227	1	(D)	16	427	22	1,866	3	82	8	(D)	4	30	23	
8	517	11	662	13	742	18	2,681	32	1,268	35	2,533	4	260	26	5,166	14	806	24	
3	249	10	(D)	10	607	12	(D)	14	645	14	1,388	2	(O)	15	1,469	7	(D)	25	
5	268	1	(O)	3	135	6	(O)	18	723	21	1,145	2	(O)	11	3,697	7	(D)	26	
3	(O)	7	184	8	238	11	1,700	18	800	23	1,905	8	301	25	(D)	8	74	27	
9	824	14	1,092	18	593	15	3,464	32	1,530	39	4,737	5	214	25	2,077	7	82	28	
3	(O)	11	1,002	9	506	8	2,346	17	1,015	17	2,138	2	(O)	19	1,033	3	64	29	
6	(D)	3	90	9	87	7	1,118	15	515	22	2,599	3	(D)	6	1,044	4	18	30	
5	543	6	301	18	732	19	3,001	33	1,317	43	4,757	10	479	22	3,802	26	244	31	
11	620	9	326	11	432	13	2,766	37	1,167	45	3,025	8	257	27	1,596	14	120	32	
10	1,457	18	1,264	19	1,476	17	3,557	37	2,060	49	4,646	6	506	35	4,857	19	129	33	
5	1,223	14	1,175	14	1,276	12	3,072	15	964	17	1,841	4	(D)	16	1,398	2	(D)	34	
5	234	4	89	5	200	5	485	22	1,096	32	2,805	2	(D)	19	3,459	17	(D)	35	
12	439	8	394	18	614	11	3,157	29	1,640	36	3,232	9	412	27	3,845	14	158	36	
16	1,390	27	1,181	23	949	28	6,026	47	1,879	61	7,038	13	587	50	5,423	21	629	37	
3	263	8	408	5	231	4	1,076	8	402	14	1,677	2	(O)	11	632	2	(D)	38	
5	676	12	643	12	480	13	3,362	15	750	14	1,154	5	254	13	391	4	245	39	
8	451	7	130	6	238	11	1,588	24	727	33	4,207	6	(D)	26	4,594	11	(D)	40	
12	544	10	282	11	637	11	3,139	42	1,653	35	3,014	13	632	30	2,615	11	166	41	
6	395	4	125	4	248	3	1,036	10	631	10	1,057	3	214	12	448	4	22	42	
6	149	6	157	7	389	8	2,103	32	1,022	25	1,957	10	418	18	2,167	7	84	43	
17	1,625	7	194	10	631	19	3,465	42	2,234	37	3,986	9	479	24	4,001	14	80	44	
7	1,196	5	(D)	6	(D)	13	2,828	18	1,109	14	1,154	3	301	12	599	4	30	45	
10	429	2	(O)	4	(O)	6	637	24	1,125	23	2,832	6	178	12	3,402	10	50	46	
15	876	7	307	11	504	5	1,219	30	1,471	32	3,165	6	299	24	1,396	9	87	47	
7	499	5	(D)	7	346	3	(D)	11	497	14	1,964	2	(D)	15	635	4	48	48	
8	377	2	(O)	4	158	2	(O)	19	974	18	1,201	4	(D)	9	761	5	39	49	
11	481	8	684	11	461	6	1,410	49	1,828	42	4,804	4	254	19	2,962	8	58	50	
4	239	8	684	7	409	3	(D)	12	584	18	2,437	2	(O)	8	(O)	4	20	51	
7	242	4	52	3	(O)	37	1,264	24	2,367	2	(O)	11	(D)	4	38	52	
6	367	9	335	9	342	9	1,627	22	898	33	3,865	5	275	22	1,779	16	154	53	
11	630	8	294	12	728	14	2,269	30	1,173	33	3,920	7	367	38	3,412	4	28	54	
17	1,203	13	662	24	759	23	3,921	39	2,081	32	3,684	10	503	35	2,048	8	86	55	
4	802	8	567	14	469	12	2,648	19	1,078	10	1,639	4	322	19	1,216	4	36	56	
13	401	5	95	10	290	11	1,273	20	1,003	22	2,045	6	181	16	1,832	4	50	57	
14	2,536	16	842	19	1,241	12	5,439	67	2,797	62	6,397	17	1,142	50	4,094	16	718	58	
6	1,980	15	(D)	14	1,061	9	4,869	23	1,316	13	2,784	7	826	26	1,874	10	(D)	59	
8	556	1	(O)	5	180	3	570	44	1,481	49	3,613	10	316	24	2,220	6	(O)	60	
10	1,240	13	1,017	12	(D)	13	3,262	23	1,005	34	3,242	3	(D)	34	2,231	12	120	61	
5	1,068	13	1,017	12	688	11	(D)	17	805	13	1,435	3	(O)	22	979	6	80	62	
5	172	(O)	2	(O)	6	200	21	1,807	12	1,252	6	40	63	
11	6,330	34	2,596	29	1,950	23	6,780	43	3,767	35	5,283	12	1,593	65	6,596	27	448	64	
9	(D)	32	(D)	23	1,712	17	6,298	30	3,050	21	3,742	10	(D)	54	4,684	15	336	65	
2	(O)	2	(O)	6	238	6	482	13	717	14	1,541	2	(O)	11	1,912	12	112	66	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Jones County.....	300	186	22,038	19,538	1,475	678	543	319	36	3,770	45	1,152
2	Anamosa.....	94	64	6,601	6,019	501	246	184	95	7	1,119	18	433
3	Monticello.....	89	59	8,550	7,874	573	257	206	102	13	1,562	9	330
4	Remainder of County.....	117	63	6,887	5,645	402	175	153	122	16	1,089	18	422
5	Keokuk County.....	301	175	17,310	14,928	1,161	565	428	322	44	2,925	49	913
6	Kossuth County.....	353	247	29,077	27,415	2,060	885	753	371	37	4,596	62	1,449
7	Algona.....	122	94	12,960	12,492	1,178	494	421	137	11	2,096	21	656
8	Remainder of County.....	231	153	16,117	14,923	882	391	332	234	26	2,500	41	793
9	Lee County.....	553	389	41,135	37,717	3,887	1,842	1,413	593	102	9,777	102	2,621
10	Fort Madison.....	204	150	15,533	14,431	1,563	736	569	215	41	3,852	33	854
11	Keokuk.....	246	176	19,411	18,033	2,000	959	724	259	42	4,983	52	1,349
12	Remainder of County.....	103	63	6,191	5,203	324	147	120	119	19	942	17	418
13	Linn County.....	1,193	813	150,175	142,487	17,839	6,920	5,608	1,181	223	27,893	229	9,619
14	Cedar Rapids.....	867	591	124,070	118,394	15,873	6,021	4,889	828	168	22,378	165	7,465
15	Marion.....	78	64	7,985	7,819	711	305	251	80	8	2,391	19	750
16	Remainder of County.....	248	158	18,120	16,274	1,255	594	468	273	47	3,124	45	1,404
17	Louisa County.....	159	101	11,214	9,740	730	316	252	173	33	2,652	24	452
18	Lucas County.....	165	109	11,264	9,748	877	439	313	187	33	2,886	30	566
19	Chariton.....	131	91	10,236	9,024	828	406	289	150	25	2,633	19	346
20	Remainder of County.....	34	18	1,028	724	49	33	24	37	8	253	11	220
21	Lyon County.....	196	130	14,181	12,691	792	397	304	211	26	2,519	29	761
22	Rock Rapids.....	67	59	6,559	6,441	457	233	181	71	7	1,171	12	377
23	Remainder of County.....	129	71	7,622	6,250	335	164	123	140	19	1,348	17	384
24	Madison County.....	189	121	14,597	13,277	995	419	340	203	33	2,695	24	517
25	Winterset.....	119	85	9,525	8,937	738	310	250	123	20	1,955	15	365
26	Remainder of County.....	70	36	5,072	4,340	257	109	90	80	13	740	9	152
27	Mahaska County.....	334	226	28,877	26,343	2,658	1,187	913	362	46	5,696	61	1,347
28	Oskaloosa.....	218	170	24,263	22,777	2,395	1,033	804	239	28	4,844	40	982
29	Remainder of County.....	116	56	4,614	3,566	263	154	109	123	18	852	21	365
30	Marion County.....	315	207	21,390	19,360	1,666	794	601	379	46	4,522	58	1,324
31	Knoxville.....	116	90	10,639	10,147	906	410	314	145	13	2,310	23	658
32	Pella.....	99	71	7,550	6,944	599	288	226	123	7	1,113	16	400
33	Remainder of County.....	100	46	3,201	2,269	161	96	61	111	26	1,099	19	266
34	Marshall County.....	462	344	46,595	44,343	5,177	1,954	1,566	434	79	8,887	75	2,672
35	Marshalltown.....	315	257	37,545	36,431	4,865	1,716	1,372	278	50	7,417	55	2,116
36	Remainder of County.....	147	87	9,050	7,912	512	238	194	156	29	1,470	20	556
37	Mills County.....	164	106	11,144	10,124	830	349	288	182	23	2,250	25	617
38	Glenwood.....	71	51	6,720	6,488	542	230	185	86	9	1,370	9	410
39	Remainder of County.....	93	55	4,424	3,636	288	119	103	96	14	910	16	277
40	Mitchell County.....	226	140	15,309	13,863	999	462	369	245	44	2,997	40	817
41	Osage.....	102	72	9,751	9,325	682	297	250	110	13	1,598	15	397
42	Remainder of County.....	124	68	5,558	4,538	277	165	119	135	31	1,399	25	420
43	Monona County.....	226	152	16,294	14,506	1,327	617	508	231	30	3,427	41	1,024
44	Onawa.....	83	57	6,172	5,784	495	201	163	86	7	1,627	14	382
45	Remainder of County.....	143	95	10,122	8,722	832	416	345	145	23	1,800	27	642
46	Monroe County.....	159	91	10,230	8,838	697	351	245	180	29	2,384	30	567
47	Albia.....	113	77	8,958	8,260	666	331	227	128	19	1,940	21	453
48	Remainder of County.....	46	14	1,262	578	31	20	18	52	10	444	9	114
49	Montgomery County.....	244	176	20,493	18,947	1,738	764	607	269	24	4,143	40	1,114
50	Red Oak.....	150	114	14,956	13,940	1,331	565	446	154	11	3,003	25	788
51	Remainder of County.....	94	62	5,497	5,007	407	199	161	115	13	1,140	15	326
52	Muscatine County.....	436	314	38,902	36,554	3,490	1,582	1,143	485	82	8,205	84	2,124
53	Muscatine.....	298	232	29,695	28,481	2,877	1,306	934	323	64	6,584	50	1,506
54	Remainder of County.....	138	82	9,207	8,073	613	276	209	162	18	1,621	34	718
55	O'Brien County.....	345	233	25,912	23,626	1,692	750	588	373	50	4,626	53	1,557
56	Sheldon.....	112	80	10,301	9,495	864	367	293	115	14	1,917	20	479
57	Remainder of County.....	233	153	15,611	14,131	828	383	295	258	36	2,709	33	1,078
58	Osceola County.....	162	100	11,187	10,221	670	322	258	166	19	1,740	33	542
59	Sibley.....	74	52	5,845	5,497	425	215	166	71	8	959	14	278
60	Remainder of County.....	88	48	5,342	4,724	245	107	92	95	11	781	19	264
61	Page County.....	311	207	31,988	30,070	3,334	1,288	1,048	315	47	5,502	44	1,176
62	Clarinda.....	101	69	12,564	12,138	1,194	436	358	109	11	1,987	12	398
63	Shenandoah.....	141	103	15,954	15,328	1,982	744	627	130	21	2,878	24	622
64	Remainder of County.....	69	35	3,470	2,604	158	108	63	76	15	637	8	156
65	Palo Alto County.....	231	157	17,844	16,176	1,158	572	444	243	26	2,735	51	1,189
66	Emmetsburg.....	92	66	8,397	7,927	660	323	240	99	10	1,436	18	582
67	Remainder of County.....	139	91	9,447	8,249	498	249	204	144	16	1,299	33	617

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matts., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
8	1,080	15	623	13	765	17	3,032	55	1,646	46	5,517	8	383	42	3,603	15	434	1	
3	(D)	1	323	4	183	4	1,362	12	548	12	1,283	2	(D)	18	704	4	44	2	
2	(D)	5	300	5	330	7	980	13	549	15	2,194	2	(D)	13	1,514	5	336	3	
3	297	4	252	6	690	30	549	19	2,040	4	109	11	1,385	6	54	4	
10	672	10	344	18	423	21	3,414	44	1,129	47	3,958	8	327	33	3,031	17	174	5	
28	1,877	12	684	31	1,176	24	5,453	49	2,283	52	7,086	10	478	30	3,857	18	138	6	
8	1,048	11	(D)	13	755	10	3,404	10	639	11	2,240	3	(D)	14	1,156	10	72	7	
20	829	1	(D)	18	421	14	2,049	39	1,644	41	4,846	7	(D)	16	2,701	8	66	8	
21	3,214	48	3,025	38	2,431	32	7,044	47	2,699	50	4,820	16	1,344	70	3,675	27	485	9	
7	1,024	24	1,209	16	874	15	3,197	12	901	17	992	7	639	26	1,717	6	274	10	
7	1,980	22	(D)	19	(D)	15	(D)	22	1,238	15	1,190	5	614	30	1,281	17	197	11	
7	210	2	(D)	3	(D)	2	(D)	13	560	18	2,638	4	91	14	677	4	14	12	
28	16,031	65	11,355	87	11,817	59	25,699	141	8,598	101	15,465	36	5,217	144	16,385	80	2,096	13	
15	15,401	59	11,004	69	11,001	46	23,165	95	5,771	54	10,141	26	4,757	108	11,099	62	1,888	14	
3	233	4	(D)	5	440	3	657	8	594	9	991	2	(D)	12	1,560	5	90	15	
10	397	2	(D)	13	376	10	1,877	38	2,233	38	4,433	8	(D)	24	3,726	13	118	16	
6	167	6	375	7	225	13	2,830	22	1,011	21	2,444	9	299	14	729	4	30	17	
7	1,055	7	447	10	385	15	2,243	21	1,207	13	1,152	4	192	23	(D)	2	(D)	18	
7	1,055	7	447	8	(D)	12	(D)	15	1,063	11	(D)	4	192	21	892	2	(D)	19	
...	2	(D)	3	(D)	6	144	2	(D)	2	(D)	20	
8	503	7	350	8	410	10	2,247	24	921	44	3,839	6	261	20	2,242	14	125	21	
4	347	5	(D)	5	346	6	1,212	8	344	12	1,181	3	179	5	(D)	22	
4	156	2	(D)	3	64	4	1,035	16	577	32	2,658	3	82	15	(D)	14	128	23	
9	677	6	347	9	365	13	2,777	25	990	28	2,462	8	510	26	3,165	8	92	24	
5	531	5	(D)	7	(D)	10	(D)	14	688	16	1,425	5	439	18	1,980	4	12	25	
4	146	1	(D)	2	(D)	3	(D)	11	302	12	1,037	3	71	8	1,185	4	80	26	
12	2,734	21	1,471	24	1,461	21	5,308	46	1,887	34	3,309	7	674	44	4,781	18	209	27	
7	2,630	2	(D)	17	1,310	16	4,929	25	1,302	17	2,339	6	(D)	32	(D)	10	159	28	
5	104	1	(D)	7	151	5	379	21	585	17	970	1	(D)	12	(D)	8	50	29	
19	1,335	14	775	18	1,092	17	3,068	40	1,721	36	4,435	15	629	39	2,213	13	276	30	
5	539	7	404	6	450	7	1,807	10	628	12	2,080	6	329	22	1,268	5	166	31	
4	326	6	(D)	7	518	8	(D)	17	730	11	1,709	5	215	14	866	4	(D)	32	
10	470	1	(D)	5	124	2	(D)	13	363	13	646	4	85	3	79	4	(D)	33	
15	5,175	33	2,887	21	1,698	26	8,088	64	3,036	51	6,480	14	1,625	63	5,720	21	327	34	
13	(D)	31	(D)	17	1,608	21	7,312	32	2,209	26	3,990	10	1,554	48	3,159	12	202	35	
2	(D)	2	(D)	4	90	5	776	32	827	25	2,490	4	71	15	2,561	9	125	36	
10	339	6	260	6	308	9	3,046	25	1,034	26	2,161	6	280	18	676	10	73	37	
5	241	4	(D)	5	(D)	4	2,433	11	427	9	800	2	(D)	7	360	6	20	38	
5	98	2	(D)	1	(D)	5	613	14	607	17	1,361	4	(D)	11	316	4	53	39	
15	767	12	569	11	847	9	1,827	24	929	36	4,177	5	228	10	1,995	20	156	40	
2	(D)	9	479	4	736	7	(D)	10	530	17	2,068	3	(D)	8	(D)	14	86	41	
13	(D)	3	90	7	111	2	(D)	14	399	19	2,109	2	(D)	2	(D)	6	70	42	
11	568	10	469	16	632	14	2,713	19	742	40	4,089	5	323	26	1,931	14	328	43	
4	179	7	322	7	275	7	1,024	9	356	13	1,397	1	(D)	8	(D)	6	46	44	
7	437	3	147	9	357	7	1,689	10	586	27	2,692	4	(D)	18	(D)	8	282	45	
10	578	8	335	4	(D)	12	2,466	19	678	21	1,066	5	190	19	1,821	2	(D)	46	
4	432	8	335	3	134	11	(D)	10	433	17	939	3	(D)	17	(D)	47	
6	146	1	(D)	1	(D)	9	245	4	127	2	(D)	2	(D)	2	(D)	48	
15	1,180	14	638	24	871	17	4,406	31	1,770	34	4,263	8	532	24	1,462	13	114	49	
7	939	11	537	16	680	12	3,619	20	933	20	3,231	4	385	17	789	7	92	50	
8	241	3	101	8	191	5	787	11	837	14	1,032	4	147	7	673	6	22	51	
15	2,885	20	1,810	17	1,857	19	7,594	57	2,689	44	5,378	13	733	65	5,140	20	387	52	
9	2,740	18	(D)	13	1,608	17	(D)	40	2,054	22	3,154	9	541	44	3,140	12	329	53	
6	145	2	(D)	4	249	2	(D)	17	635	22	2,224	4	192	21	2,000	8	58	54	
18	1,571	21	953	19	707	28	3,797	36	1,498	61	7,011	6	420	40	3,589	13	183	55	
5	1,014	10	607	5	304	13	2,096	10	326	20	2,743	2	(D)	13	(D)	56	
13	557	11	346	14	403	15	1,701	26	1,172	41	4,268	4	(D)	27	(D)	13	183	57	
9	503	7	292	9	455	8	2,191	18	780	30	2,286	5	190	14	2,134	10	74	58	
3	324	4	241	4	342	4	(D)	9	450	12	1,349	2	(D)	6	(D)	8	(D)	59	
6	179	3	51	5	113	4	(D)	9	330	18	937	3	(D)	8	(D)	2	(D)	60	
10	2,193	21	1,334	21	1,067	22	4,879	49	1,903	44	4,311	9	(D)	29	3,524	15	(D)	61	
5	706	7	580	9	(D)	9	2,238	14	629	16	1,319	4	313	10	1,331	4	(D)	62	
5	1,487	14	754	10	759	12	(D)	15	552	14	2,076	3	498	14	1,511	9	(D)	63	
...	2	(D)	1	(D)	20	722	14	916	2	(D)	5	682	2	(D)	64	
12	797	10	689	7	430	7	1,893	33	1,211	50	4,643	6	301	21	3,860	8	96	65	
5	416	8	(D)	4	288	5	(D)	10	539	16	1,388	3	163	11	1,395	2	(D)	66	
7	381	2	(D)	3	142	2	(D)	23	672	34	3,255	3	138	10	2,465	6	(D)	67	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

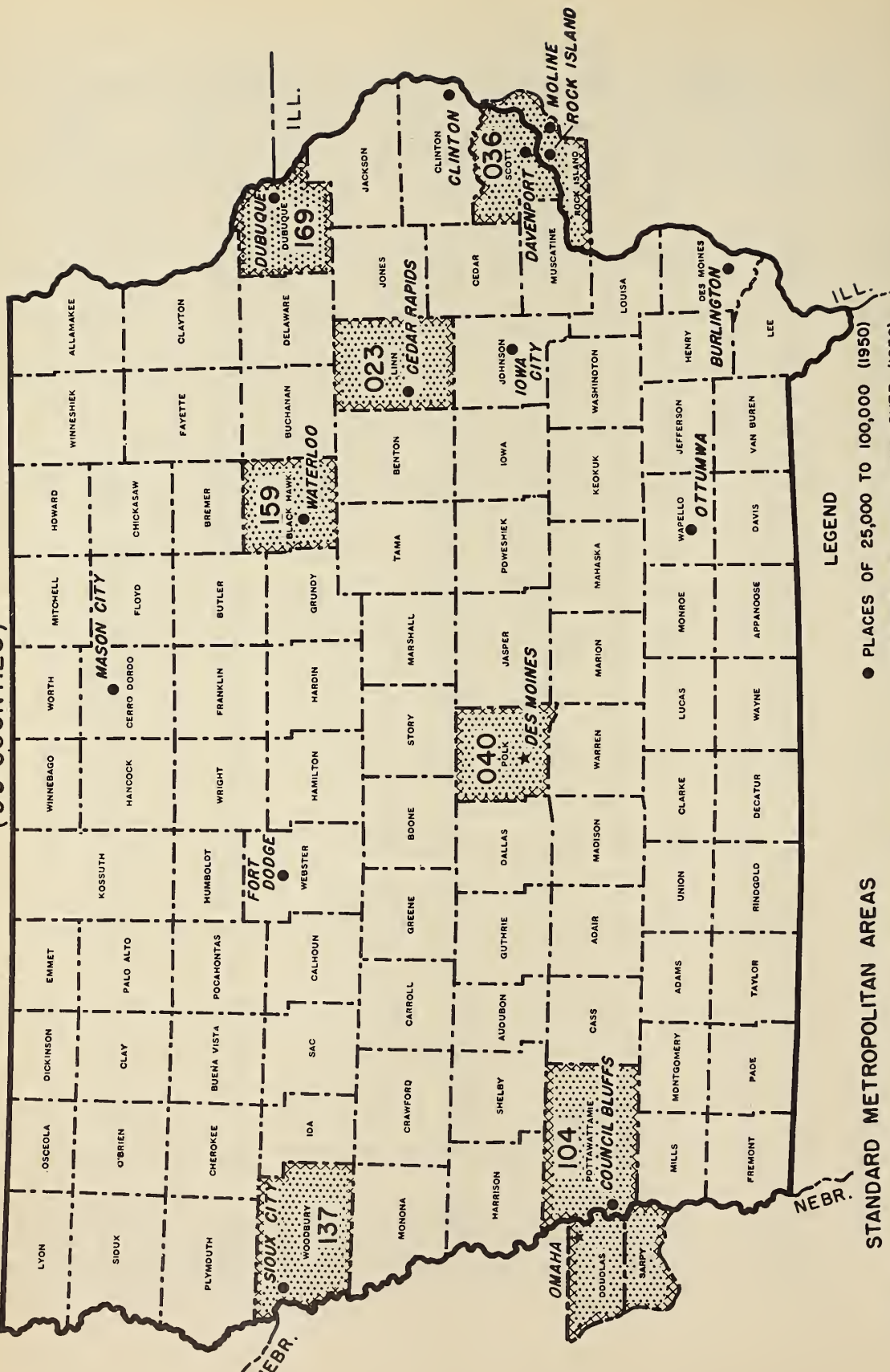
Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lishments (Number)	Sales (\$1,000)	Estab- lishments (Number)	Sales (\$1,000)
1	Plymouth County.....	364	244	28,834	26,250	1,915	903	695	392	46	4,505	88	2,099
2	Le Mars.....	149	103	12,180	11,308	994	443	334	162	16	2,461	30	943
3	Remainder of County.....	215	141	16,654	14,942	921	460	361	230	30	2,045	58	1,156
4	Pocahontas County.....	247	171	16,685	15,047	1,023	469	389	270	28	3,025	35	718
5	Polk County.....	21,567	11,767	309,954	295,520	35,469	14,293	11,520	2,659	471	61,545	534	20,176
6	Des Moines.....	21,263	11,551	284,225	271,363	33,582	13,475	10,896	2,345	422	55,543	475	19,155
7	West Des Moines.....	72	56	6,180	5,818	506	207	155	70	12	1,547	9	312
8	Remainder of County.....	232	160	19,549	18,339	1,381	611	469	244	37	4,455	50	1,299
9	Pottawattamie County.....	738	514	68,596	63,626	6,362	2,505	2,030	790	124	16,573	180	5,918
10	Council Bluffs.....	490	348	51,790	48,664	5,303	2,034	1,674	520	96	13,062	121	4,527
11	Remainder of County.....	248	166	16,806	14,962	1,059	471	356	270	28	3,511	59	1,391
12	Poweshiek County.....	247	181	19,650	18,652	1,633	719	548	281	36	4,288	35	1,091
13	Grinnell.....	115	87	10,437	10,059	1,006	423	315	117	13	2,498	16	625
14	Remainder of County.....	132	94	9,213	8,593	627	296	233	164	23	1,790	19	466
15	Ringgold County.....	90	64	5,912	5,320	384	183	134	100	9	1,131	12	179
16	Sac County.....	307	205	21,649	19,823	1,394	653	535	329	35	3,470	47	1,094
17	Sac City.....	96	70	8,213	7,771	626	270	224	104	11	1,296	14	358
18	Remainder of County.....	211	135	13,436	12,052	768	383	311	225	24	2,174	33	706
19	Scott County.....	1,130	816	136,599	130,505	16,263	6,335	4,845	1,094	201	26,520	275	10,353
20	Bettendorf.....	86	66	8,062	7,348	768	319	239	86	15	3,060	20	836
21	Davenport.....	887	661	113,689	109,561	14,385	5,648	4,300	836	155	21,913	214	8,507
22	Remainder of County.....	157	89	14,848	13,596	1,110	368	306	172	31	1,547	41	1,010
23	Shelby County.....	206	148	15,312	14,206	1,174	490	412	216	20	1,803	41	1,129
24	Harlan.....	91	81	9,200	9,045	867	346	292	89	5	1,124	18	556
25	Remainder of County.....	115	67	6,112	5,160	307	144	120	127	15	679	23	573
26	Sioux County.....	350	236	28,810	26,240	1,674	785	624	392	52	4,218	39	1,159
27	Hawarden.....	69	49	5,609	5,161	399	197	143	77	11	1,022	8	275
28	Remainder of County.....	281	187	23,121	21,079	1,275	588	481	315	41	3,196	31	884
29	Story County.....	546	380	50,060	46,454	4,351	1,859	1,392	580	81	12,142	102	2,454
30	Ames.....	239	185	28,901	26,117	2,803	1,210	871	237	29	8,050	47	1,811
31	Nevada.....	85	65	9,123	8,009	703	294	243	84	14	1,327	14	339
32	Remainder of County.....	222	130	12,036	10,428	845	355	278	260	38	2,765	41	714
33	Tama County.....	321	233	22,876	20,970	1,438	679	536	350	45	3,749	52	1,345
34	Tama.....	86	66	5,316	4,660	346	186	146	108	20	1,737	14	400
35	Remainder of County.....	235	167	17,560	16,310	1,092	493	390	242	25	2,012	38	945
36	Taylor County.....	130	84	7,637	6,863	507	254	206	142	17	1,437	13	308
37	Union County.....	246	160	15,570	13,948	1,345	676	493	262	51	3,544	44	1,054
38	Creston.....	170	116	12,087	11,127	1,134	576	422	165	40	2,719	31	839
39	Remainder of County.....	76	44	3,483	2,821	211	100	71	97	11	825	13	215
40	Van Buren County.....	175	87	8,848	7,088	449	216	172	200	31	2,039	29	532
41	Wapello County.....	533	385	45,962	43,550	4,760	2,129	1,696	562	86	10,842	109	3,134
42	Ottumwa.....	433	317	40,306	38,468	4,357	1,938	1,542	447	74	10,017	88	2,728
43	Remainder of County.....	100	63	5,656	5,082	403	191	154	115	12	825	21	406
44	Warren County.....	223	133	14,262	12,714	1,049	447	355	257	33	3,365	37	917
45	Indianola.....	119	81	9,940	9,124	780	328	259	135	16	2,148	18	753
46	Remainder of County.....	104	52	4,322	3,590	269	119	96	122	17	1,217	19	204
47	Washington County.....	344	236	27,409	25,033	1,929	854	645	366	46	3,557	46	1,203
48	Washington.....	158	120	14,164	13,424	1,210	545	404	174	20	2,400	23	677
49	Remainder of County.....	186	116	13,245	11,609	719	309	241	192	26	1,157	23	526
50	Wayne County.....	154	100	9,299	7,907	520	279	215	183	21	1,892	21	450
51	Webster County.....	584	404	58,084	54,792	5,831	2,527	1,957	594	100	11,461	112	3,626
52	Fort Dodge.....	406	294	46,991	45,037	5,057	2,174	1,712	412	64	9,829	81	2,611
53	Remainder of County.....	178	110	11,093	9,755	774	353	245	182	36	1,652	31	1,015
54	Winnebago County.....	235	147	16,434	14,130	1,192	543	461	255	37	3,454	45	1,179
55	Forest City.....	80	58	6,955	6,386	653	280	252	94	7	1,116	17	644
56	Remainder of County.....	155	89	9,476	7,744	539	263	209	161	30	2,338	28	535
57	Winnebago County.....	296	202	19,558	16,624	1,302	686	497	302	50	3,491	50	1,364
58	Decorah.....	172	130	13,351	11,681	984	518	368	172	28	2,285	28	870
59	Remainder of County.....	124	72	6,207	4,943	318	168	129	130	22	1,206	22	444
60	Woodbury County.....	1,259	915	148,603	142,011	16,982	6,607	5,337	1,249	224	27,466	289	10,743
61	Sioux City.....	1,013	711	134,104	131,120	17,240	7,232	5,035	911	194	25,370	233	9,500
62	Remainder of County.....	246	144	12,497	10,887	742	375	302	258	30	2,096	56	1,243
63	Worth County.....	163	101	9,106	7,776	464	246	194	176	30	1,895	39	714
64	Wright County.....	306	200	23,502	22,004	1,543	740	582	332	40	4,583	56	1,261
65	Clarion.....	90	64	6,778	6,440	478	216	172	94	12	1,355	11	292
66	Eagle Grove.....	72	56	6,121	5,865	445	239	188	80	14	1,305	15	351
67	Remainder of County.....	144	80	10,603	9,699	620	285	222	158	14	1,923	30	618

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
10	830	20	895	18	1,124	22	4,668	47	2,690	46	5,779	12	708	44	5,433	11	102	1	
2	(D)	13	681	9	523	11	2,341	18	1,228	21	2,194	3	(D)	18	925	8	60	2	
8	(D)	7	214	9	601	11	2,327	29	1,462	25	3,585	9	(D)	26	4,508	3	42	3	
8	511	15	605	19	623	15	3,359	37	1,388	44	4,777	9	400	27	1,187	10	42	4	
53	41,862	140	19,418	148	15,512	134	66,858	309	21,446	150	20,490	118	10,893	307	25,144	203	6,010	5	
43	41,453	138	19,247	135	14,524	123	60,535	254	18,885	109	16,343	100	10,067	276	22,682	188	5,791	6	
3	187	2	(D)	6	227	***	(D)	12	636	10	1,148	4	388	12	1,142	2	(D)	7	
7	242	***	(D)	7	761	11	(D)	43	1,925	31	2,999	14	438	19	1,320	13	(D)	8	
18	3,626	33	3,637	38	2,971	34	11,893	112	6,288	70	9,929	30	2,485	69	4,125	30	1,151	9	
13	3,325	25	3,238	26	2,596	25	9,717	60	3,969	27	5,817	21	2,128	53	2,400	23	1,003	10	
5	301	8	399	12	375	9	2,176	52	2,319	43	4,112	9	357	16	1,717	7	148	11	
13	1,065	14	621	8	868	19	3,883	30	1,275	40	3,543	8	493	38	2,459	6	64	12	
6	691	8	385	4	520	12	2,525	16	569	9	1,105	3	(D)	26	1,185	2	(D)	13	
7	374	6	236	4	348	7	1,358	14	706	31	2,438	5	(D)	12	1,274	4	(D)	14	
4	263	4	265	4	132	9	1,611	13	524	14	1,192	4	156	13	445	4	14	15	
14	557	16	739	17	1,057	16	3,539	42	1,916	54	6,139	7	359	38	2,456	21	353	16	
2	(D)	9	594	5	426	5	1,608	13	588	14	1,954	2	(D)	11	984	10	120	17	
12	(D)	7	145	12	631	11	1,931	29	1,328	40	4,185	5	(D)	27	1,472	11	233	18	
29	20,306	64	8,437	61	7,217	51	22,615	113	8,500	52	11,108	32	4,433	159	14,163	93	2,947	19	
1	(D)	1	(D)	3	(D)	8	1,286	14	907	6	586	3	325	10	236	5	(D)	20	
19	19,735	63	(D)	56	7,003	37	19,777	82	6,658	28	5,982	29	4,108	126	9,387	78	(D)	21	
9	(D)	***	***	2	(D)	6	1,552	17	935	18	4,540	***	***	23	4,540	10	88	22	
10	1,031	10	423	7	416	10	2,789	26	998	40	3,596	6	361	26	2,085	10	680	23	
2	(D)	10	423	4	(D)	8	(D)	9	618	14	1,382	5	(D)	11	1,064	5	(D)	24	
8	(D)	***	***	3	(D)	2	(D)	17	380	26	2,214	1	(D)	15	1,022	5	(D)	25	
16	1,243	14	667	27	1,243	26	4,847	27	1,762	58	6,513	8	580	46	6,149	37	429	26	
3	273	7	450	6	238	6	1,011	5	324	8	1,192	2	(D)	5	(D)	8	74	27	
13	970	7	217	21	1,005	20	3,636	22	1,438	50	5,321	6	(D)	41	29	355	28		
16	3,227	35	2,386	39	2,263	34	8,902	66	3,788	57	6,464	25	1,426	67	6,504	24	504	29	
9	3,009	23	1,654	19	1,239	16	5,819	27	2,299	14	2,014	9	933	34	2,065	12	418	30	
1	(D)	7	562	6	630	5	1,648	8	559	11	1,412	3	239	12	(D)	4	14	31	
6	(D)	5	170	14	394	13	1,435	31	930	32	3,038	13	254	21	(D)	8	72	32	
14	893	18	491	13	783	19	3,495	38	1,480	58	5,488	15	503	44	4,606	5	43	33	
4	249	7	269	3	275	4	515	10	285	7	727	3	104	12	(D)	2	(D)	34	
10	644	11	222	10	508	15	2,980	28	1,195	51	4,761	12	399	32	(D)	3	(D)	35	
5	542	7	509	9	150	5	1,140	12	284	24	1,858	7	221	25	1,154	6	34	36	
9	1,244	11	751	14	779	11	3,082	36	961	26	2,245	10	536	30	1,300	4	74	37	
6	1,189	10	(D)	12	(D)	7	2,556	20	559	15	1,573	7	436	20	765	2	(D)	38	
3	55	1	(D)	2	(D)	4	526	16	402	11	672	3	100	10	535	2	(D)	39	
9	549	***	***	6	171	10	1,919	37	898	18	1,406	4	108	19	1,148	12	78	40	
17	4,386	38	3,362	30	2,920	29	8,008	65	3,106	52	4,114	14	1,765	69	4,115	24	310	41	
13	4,255	36	(D)	29	(D)	23	7,321	54	2,711	29	2,476	11	1,713	58	3,052	18	252	42	
4	131	2	(D)	1	(D)	6	687	11	395	23	1,638	3	52	11	1,063	6	58	43	
12	726	5	151	10	522	11	2,622	40	1,262	32	3,072	4	178	22	1,175	17	222	44	
4	476	5	151	5	388	9	(D)	19	630	16	1,753	2	(D)	14	966	11	176	45	
8	250	***	***	5	134	2	(D)	21	632	16	1,319	2	(D)	8	209	6	46	46	
11	1,720	14	610	26	1,047	22	4,199	44	1,876	54	5,230	8	595	54	7,170	19	202	47	
5	1,167	14	610	16	775	10	2,473	17	828	18	1,707	5	483	23	2,940	7	104	48	
6	553	***	***	10	272	12	1,726	27	1,048	36	3,523	3	112	31	4,230	12	98	49	
16	630	5	148	5	215	9	2,051	27	914	25	1,998	5	246	18	(D)	2	(D)	50	
19	8,007	38	3,914	32	2,145	24	9,067	68	3,511	56	6,845	14	1,823	89	7,202	32	463	51	
11	7,733	37	(D)	24	1,505	15	7,924	44	2,760	25	3,514	9	1,694	74	(D)	22	361	52	
8	274	1	(D)	8	640	9	1,143	24	751	31	3,331	5	129	15	(D)	10	102	53	
15	764	9	595	15	876	11	1,707	38	1,719	35	4,636	6	324	14	1,002	10	178	54	
4	365	5	406	5	503	7	1,187	10	447	14	1,899	1	(D)	8	239	2	(D)	55	
11	399	4	189	10	373	4	520	28	1,272	21	2,737	5	(D)	6	763	8	(D)	56	
13	1,267	16	729	23	951	19	3,722	47	1,668	30	3,318	6	403	34	2,559	8	86	57	
6	808	16	729	18	749	12	2,725	16	911	17	1,784	4	(D)	21	2,088	6	(D)	58	
7	459	***	***	5	202	7	997	31	757	13	1,534	2	(D)	13	471	2	(D)	59	
33	25,245	73	8,000	65	5,364	68	30,147	142	8,404	107	15,090	48	4,846	155	11,502	55	1,796	60	
22	24,759	69	7,910	59	5,220	59	28,270	109	7,504	63	11,853	35	4,282	127	9,762	43	1,676	61	
11	486	4	90	6	144	9	1,877	33	900	44	3,237	13	564	28	1,740	12	120	62	
8	422	1	(D)	5	157	7	1,092	25	784	23	2,005	5	128	14	(D)	6	42	63	
9	485	18	1,059	18	713	17	3,455	32	1,570	44	6,235	12	572	27	3,303	33	266	64	
3	178	8	413	3	160	8	(D)	11	417	9	1,446	3	191	14	(D)	8	42	65	
2	(D)	5	353	7	292	7	1,531	4	440	10	1,329	2	(D)	4	(D)	2	(D)	66	
4	(D)	5	293	8	261	2	(D)	17	713	25	3,460	7	(D)	9	1,923	23	(D)	67	

(99 COUNTIES)



CODE

CEDAR RAPIDS
DAVENPORT, IOWA
MOLINE, ILL.
DES MOINES

104 OMAHA, NEBR.
137 SIOUX CITY
159 WATERLOO
169 DUBUQUE

STANDARD METROPOLITAN AREAS

● PLACES OF 25,000 TO 100,000 (1950)

★ PLACES OF 100,000 AND OVER (1950)

STANDARD METROPOLITAN AREAS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-16

KANSAS

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
KANSAS

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	25,330	17,700	2,196,945	2,055,343	25,556	18,071	1,685,132	1,571,656
Food stores.....	4,014	2,588	479,087	444,419	4,971	3,088	347,085	309,598
Eating, drinking places.....	4,320	3,222	115,122	101,908	4,831	3,429	97,707	85,434
General merchandise group.....	1,004	772	175,319	170,979	939	724	155,075	152,221
Apparel, accessories stores.....	1,354	1,136	101,476	97,840	1,194	961	88,203	84,912
Furniture, home furnishings, appliance dealers.....	1,365	1,013	106,025	100,411	1,440	1,085	89,212	83,563
Automotive group.....	1,844	1,448	476,271	466,277	2,108	1,725	348,270	338,356
Gasoline service stations.....	3,438	2,206	173,915	147,713	3,692	2,217	121,126	99,152
Lumber, bldg. matls., hardware, farm equipment dealers..	2,637	2,147	274,781	265,111	2,970	2,457	274,022	265,009
Drug stores, proprietary stores.....	977	883	76,547	74,629	991	873	55,222	53,616
Other retail stores.....	3,519	2,141	196,740	171,058	2,374	1,479	102,263	92,914
Nonstore retailers.....	858	144	21,662	14,998	46	33	6,947	6,881

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales.

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lishments (Number)	Sales (\$1,000)	Estab- lishments (Number)	Sales (\$1,000)
1	Kansas, total.....	25,330	17,700	2,196,945	2,055,343	206,527	92,317	71,837	26,172	4,014	479,087	4,320	115,122
2	Allen County.....	277	191	17,118	15,704	1,530	753	610	288	56	3,861	34	760
3	Iola.....	163	119	11,786	11,052	1,148	546	445	165	28	2,570	20	524
4	Remainder of County.....	114	72	5,332	4,652	382	207	165	123	28	1,291	14	236
5	Anderson County.....	124	82	7,441	6,329	483	249	200	134	25	1,792	20	397
6	Garnett.....	74	56	5,172	4,910	410	207	164	82	13	1,165	10	238
7	Remainder of County.....	50	26	2,269	1,419	73	42	36	52	12	607	10	159
8	Atchison County.....	240	178	17,256	16,316	1,693	862	672	237	40	4,151	51	922
9	Atchison.....	197	155	15,641	14,941	1,593	805	623	195	37	(D)	40	760
10	Remainder of County.....	43	23	1,615	1,375	100	57	49	42	3	(D)	11	162
11	Barber County.....	132	94	9,028	8,072	690	314	262	146	23	2,292	16	303
12	Barton County.....	422	314	43,253	41,253	4,451	1,772	1,462	431	51	9,065	75	2,382
13	Ellinwood.....	39	35	2,799	2,743	245	124	110	42	3	629	6	206
14	Great Bend.....	219	171	29,726	29,040	3,410	1,276	1,044	209	20	6,270	31	1,129
15	Holsington.....	71	57	5,933	5,687	539	238	200	77	9	1,450	13	456
16	Remainder of County.....	93	51	4,825	3,783	257	134	108	103	19	736	25	591
17	Bourbon County.....	243	173	17,211	16,099	1,506	721	606	249	44	3,842	34	929
18	Fort Scott.....	191	149	15,754	15,048	1,444	674	569	191	31	3,384	24	687
19	Remainder of County.....	52	24	1,457	1,051	62	47	37	58	13	458	10	242
20	Brown County.....	215	145	13,023	11,923	975	467	384	229	37	3,057	31	551
21	Hiawatha.....	95	73	8,147	7,807	696	322	277	101	14	1,810	11	346
22	Remainder of County.....	120	72	4,876	4,116	279	145	107	128	23	1,247	20	205
23	Butler County.....	452	308	41,580	37,788	3,561	1,509	1,218	465	76	8,471	68	2,486
24	Augusta.....	99	79	8,947	8,541	821	358	287	97	13	1,945	12	451
25	El Dorado.....	198	144	21,814	20,644	2,269	929	759	200	33	4,903	31	822
26	Remainder of County.....	155	85	10,819	8,603	471	222	172	168	30	1,623	25	1,213
27	Chase County.....	58	46	3,108	2,828	194	130	103	59	8	641	10	212
28	Chautauqua County.....	103	65	7,377	6,433	454	213	182	109	22	1,259	13	299
29	Cherokee County.....	345	209	16,803	14,755	1,167	634	517	347	86	5,135	58	816
30	Saxter Springs.....	105	71	6,137	5,579	442	232	196	113	22	1,576	13	285
31	Columbus.....	86	68	5,969	5,705	512	258	213	77	18	1,516	16	244
32	Galena.....	70	28	2,033	1,483	92	62	51	74	22	945	14	101
33	Remainder of County.....	84	42	2,664	1,988	121	82	57	83	24	1,098	15	166
34	Cheyenne County.....	82	60	5,162	4,708	386	177	151	89	8	959	17	439
35	Clark County.....	56	46	4,076	3,946	348	154	125	51	10	950	8	191
36	Clay County.....	175	123	14,771	14,113	1,149	533	423	193	30	2,637	30	644
37	Clay Center.....	115	97	12,092	11,898	988	454	354	124	13	1,721	20	532
38	Remainder of County.....	60	26	2,679	2,215	161	79	69	69	17	916	10	132
39	Cloud County.....	246	186	17,636	16,774	1,479	690	561	250	34	3,927	43	855
40	Concordia.....	129	103	11,388	10,892	1,101	494	402	126	18	2,362	21	563
41	Remainder of County.....	117	83	6,218	5,882	378	196	159	124	16	1,575	22	292
42	Coffey County.....	141	93	7,831	6,939	516	296	245	157	18	1,426	20	458
43	Comanche County.....	72	50	3,799	3,177	230	103	94	68	19	934	6	73
44	Cowley County.....	484	370	46,645	44,525	4,110	1,813	1,481	528	85	9,601	81	2,098
45	Arkansas City.....	233	189	22,835	21,701	2,071	898	734	255	42	5,350	41	1,071
46	Winfield.....	177	141	19,346	18,864	1,801	820	667	197	29	3,788	24	808
47	Remainder of County.....	74	40	4,464	3,960	238	95	80	76	14	463	16	219
48	Crawford County.....	628	368	36,907	32,975	3,256	1,669	1,367	640	132	9,388	116	1,914
49	Pittsburg.....	374	242	34,928	22,942	2,583	1,255	1,055	375	72	6,238	63	1,236
50	Remainder of County.....	254	126	11,979	10,033	713	384	312	265	60	3,150	53	678
51	Decatur County.....	93	65	5,899	5,403	489	231	191	108	15	1,232	13	361
52	Dickinson County.....	318	222	22,391	20,783	1,848	833	676	345	49	4,865	46	979
53	Abilene.....	138	110	12,850	12,418	1,200	491	399	132	15	2,400	24	481
54	Herrington.....	70	54	4,421	4,231	367	195	154	86	13	1,323	7	233
55	Remainder of County.....	110	58	5,110	4,134	281	147	123	127	21	1,142	15	265
56	Doniphan County.....	127	75	5,599	4,633	356	188	147	140	26	1,775	27	306
57	Douglas County.....	402	308	36,619	34,989	3,543	1,641	1,322	423	45	8,060	80	2,338
58	Lawrence.....	307	247	31,955	30,780	3,202	1,441	1,182	319	39	7,289	59	1,844
59	Remainder of County.....	95	61	4,651	4,209	341	200	140	104	6	771	21	554
60	Edwards County.....	99	69	6,807	6,051	408	191	162	99	10	1,170	14	228
61	Elk County.....	89	67	4,244	3,846	288	137	108	99	20	1,068	13	216
62	Ellis County.....	250	166	25,274	23,632	2,169	899	701	241	23	4,710	38	1,066
63	Ellis.....	51	37	3,443	3,217	272	134	110	53	6	820	6	172
64	Hays.....	152	110	19,977	19,059	1,787	709	548	147	11	3,289	26	782
65	Remainder of County.....	47	19	1,854	1,356	110	56	43	41	6	601	6	112
66	Ellsworth County.....	123	89	8,661	8,097	638	279	213	138	14	1,998	19	313

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
1,004	175,319	1,354	101,476	1,365	106,025	1,844	476,271	3,438	173,915	2,637	274,781	977	76,547	3,519	196,740	858	21,662	1	
9	976	19	785	14	807	28	3,686	36	1,653	27	2,227	9	432	33	1,754	12	177	2	
4	822	16	723	10	622	19	2,908	15	890	14	1,233	4	297	24	(D)	9	(D)	3	
5	154	3	62	4	185	9	778	21	763	13	994	5	135	9	(D)	3	(D)	4	
5	455	4	209	5	108	8	1,971	15	474	21	1,222	6	201	11	592	4	20	5	
2	(D)	4	209	5	108	5	1,485	8	322	12	900	4	(D)	7	303	4	20	6	
3	(D)	3	486	7	152	9	322	2	(D)	4	289	7	
8	1,588	13	1,187	14	941	20	3,541	28	1,029	19	1,803	11	703	27	1,289	9	102	8	
5	1,505	13	1,187	13	(D)	18	(D)	19	649	14	1,367	10	(D)	25	(D)	3	(D)	9	
3	83	1	(D)	2	(D)	9	380	5	436	1	(D)	2	(D)	6	(D)	10	
5	278	7	262	7	333	12	2,102	14	696	22	1,690	6	413	18	(D)	2	(D)	11	
13	4,065	30	2,586	32	2,354	37	9,366	46	4,104	36	4,696	15	1,521	74	2,903	13	191	12	
1	(D)	4	235	5	345	1	(D)	3	(D)	7	395	2	(D)	7	332	13	
6	3,676	16	1,897	22	1,583	22	7,501	23	2,547	14	2,173	8	1,051	45	(D)	12	(D)	14	
3	246	9	(D)	4	(D)	9	1,362	5	213	5	812	4	288	9	216	1	(D)	15	
3	(D)	1	(D)	1	(D)	5	(D)	15	(D)	10	1,316	1	(D)	13	(D)	16	
8	1,309	14	760	13	973	21	3,555	39	1,615	23	2,697	5	457	32	994	10	80	17	
5	1,061	14	760	13	973	21	3,555	27	1,379	19	2,487	4	(D)	28	(D)	5	49	18	
3	248	12	236	4	210	1	(D)	4	(D)	5	31	19	
8	622	7	306	15	400	19	2,620	27	999	27	2,001	8	527	33	(D)	3	(D)	20	
4	455	5	(D)	6	273	13	2,130	12	448	10	1,006	3	390	16	1,001	1	(D)	21	
4	167	2	(D)	9	127	6	490	15	551	17	995	5	137	17	(D)	2	(D)	22	
26	2,734	19	1,379	20	1,733	32	9,399	86	4,899	42	4,412	14	1,041	54	4,769	15	257	23	
5	632	6	201	5	578	11	2,507	16	915	8	780	3	251	14	576	6	111	24	
8	1,600	13	1,178	12	1,117	15	5,477	31	2,234	18	2,181	5	667	29	1,509	3	126	25	
13	502	3	38	6	1,415	39	1,750	16	1,451	6	123	11	2,684	6	20	26	
6	199	2	(D)	4	146	3	(D)	7	252	7	508	3	119	8	371	27	
5	209	2	(D)	2	(D)	9	1,616	21	829	8	984	4	261	17	1,776	28	
19	1,121	20	882	15	581	24	3,194	48	1,914	23	1,783	11	622	33	658	8	97	29	
5	425	6	183	6	245	11	1,668	14	808	7	301	6	314	11	275	4	57	30	
5	409	6	(D)	5	290	10	1,383	10	491	9	961	2	(D)	5	117	31	
1	(D)	2	(D)	4	46	2	(D)	11	238	4	(D)	1	(D)	7	110	2	(D)	32	
8	(D)	6	176	1	(D)	13	377	3	(D)	2	(D)	10	156	2	(D)	33	
3	275	5	155	2	(D)	10	1,554	14	559	12	744	3	175	8	(D)	34	
2	(D)	2	(D)	3	126	7	1,072	4	228	10	568	2	(D)	8	458	35	
8	921	13	351	3	263	15	3,241	22	755	21	2,511	4	246	23	3,114	6	68	36	
5	(D)	10	282	3	263	11	(D)	16	574	12	2,059	2	(D)	17	2,873	6	68	37	
3	(D)	3	69	4	(D)	6	181	9	452	2	(D)	6	241	38	
14	1,511	12	557	16	453	24	4,048	30	1,271	27	2,680	9	611	35	(D)	2	(D)	39	
6	1,382	6	447	11	343	14	2,689	16	754	11	1,502	4	458	20	(D)	2	(D)	40	
8	129	6	110	5	110	10	1,359	14	517	16	1,178	5	153	15	795	41	
11	484	6	126	4	(D)	10	1,335	26	1,088	23	1,508	7	336	15	988	1	(D)	42	
4	338	1	(D)	7	159	10	794	4	412	13	769	3	199	5	(D)	43	
17	4,201	27	1,806	29	1,835	40	11,190	74	3,730	37	5,144	18	1,331	69	5,630	7	79	44	
7	2,319	14	786	17	1,204	14	4,892	24	1,616	17	2,481	12	(D)	44	2,296	1	(D)	45	
8	(D)	13	1,020	12	631	19	5,418	30	1,475	15	2,362	5	539	16	1,485	6	(D)	46	
2	(D)	7	880	20	639	5	301	1	(D)	9	1,849	47	
17	3,554	27	1,590	30	3,261	46	6,066	75	2,809	63	4,288	19	1,341	82	2,246	21	450	48	
10	3,291	24	1,499	22	1,043	34	4,338	33	1,533	35	2,519	8	1,042	57	1,766	16	423	49	
7	263	3	91	8	2,218	12	1,728	42	1,276	28	1,769	11	299	25	480	5	27	50	
4	217	4	340	7	189	8	1,194	14	585	14	1,329	3	160	9	(D)	2	(D)	51	
11	1,707	19	774	15	1,052	28	4,814	50	2,046	32	3,174	11	610	48	2,300	9	70	52	
5	1,222	10	495	7	418	15	3,449	20	911	14	1,867	4	322	20	1,255	4	40	53	
3	(D)	6	219	4	(D)	8	(D)	7	290	6	438	2	(D)	14	240	54	
3	(D)	3	60	4	(D)	5	(D)	23	845	12	869	5	(D)	14	805	55	
7	191	1	(D)	5	351	21	837	18	1,084	4	160	16	819	2	(D)	56	
19	3,392	33	2,230	27	1,831	35	8,221	47	2,371	31	3,895	13	1,230	58	2,626	14	364	57	
8	2,907	29	2,126	22	1,723	28	7,324	30	1,623	22	3,344	10	1,101	51	2,449	9	228	58	
11	485	4	104	5	108	7	897	17	748	9	551	3	129	7	177	5	137	59	
3	215	4	277	7	230	11	1,988	13	515	14	1,451	4	223	18	(D)	1	(D)	60	
5	210	4	154	7	126	5	1,009	16	537	8	501	3	149	6	(D)	2	(D)	61	
10	1,880	18	1,185	12	976	18	7,267	39	1,992	39	3,506	7	537	40	2,105	6	50	62	
2	(D)	4	192	3	(D)	2	(D)	7	313	10	533	2	(D)	5	123	4	(D)	63	
6	1,736	13	(D)	9	(D)	14	6,365	18	1,287	21	2,643	3	(D)	29	1,725	2	(D)	64	
2	(D)	1	(D)	2	(D)	14	392	8	330	2	(D)	6	257	65	
3	(D)	5	277	9	494	6	1,864	21	790	24	1,495	6	334	16	928	...	(D)	66	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Miami County.....	236	166	16,881	15,573	1,163	578	464	251	36	3,768	36	726
2	Osawatimie.....	84	62	5,770	5,306	429	244	188	83	11	1,553	11	243
3	Paola.....	90	72	7,712	7,286	545	248	206	105	13	1,414	10	270
4	Remainder of County.....	62	32	3,399	2,981	189	86	70	63	12	811	15	213
5	Mitchell County.....	190	130	18,151	17,035	1,277	560	455	185	26	2,479	27	530
6	Beloit.....	100	74	11,299	10,709	833	366	291	106	12	1,662	12	299
7	Remainder of County.....	90	56	6,852	6,326	444	194	164	79	14	817	15	231
8	Montgomery County.....	694	500	55,064	51,284	4,824	2,316	1,860	719	132	13,938	103	2,123
9	Caney.....	49	41	3,690	3,616	262	150	113	54	7	796	8	133
10	Cherryvale.....	76	42	2,686	2,166	199	130	90	93	17	902	8	157
11	Coffeyville.....	289	227	29,856	28,614	2,780	1,284	1,046	285	46	7,254	49	1,130
12	Independence.....	219	161	16,914	15,764	1,527	702	582	223	41	4,134	27	547
13	Remainder of County.....	61	29	1,918	1,124	56	50	29	64	21	852	11	156
14	Morris County.....	119	81	7,088	6,500	447	219	158	116	18	1,410	16	239
15	Council Grove.....	77	55	5,395	5,081	368	181	124	75	11	1,072	11	169
16	Remainder of County.....	42	26	1,693	1,419	79	38	34	41	7	338	5	70
17	Morton County.....	64	44	4,014	3,586	285	142	117	69	9	932	13	292
18	Nemaha County.....	260	148	13,178	11,006	843	431	350	266	31	2,389	41	629
19	Neosho County.....	275	209	18,831	17,423	1,507	759	629	284	50	4,194	32	564
20	Chanute.....	184	148	14,348	13,354	1,247	585	484	194	36	3,342	18	430
21	Remainder of County.....	91	61	4,483	4,069	260	174	145	90	14	852	14	134
22	Ness County.....	82	60	4,793	4,393	336	153	125	93	13	1,198	8	114
23	Norton County.....	159	109	10,782	9,952	803	382	319	165	21	2,027	17	404
24	Norton.....	102	74	8,376	7,922	685	310	263	111	10	1,380	14	358
25	Remainder of County.....	57	35	2,406	2,030	118	72	56	54	11	647	3	46
26	Osage County.....	210	128	10,218	8,462	612	295	237	229	36	2,449	27	471
27	Osborne County.....	130	84	7,476	6,454	525	265	213	144	23	1,819	22	503
28	Ottawa County.....	92	64	5,972	5,462	396	231	159	102	19	1,201	13	249
29	Pawnee County.....	144	108	11,269	10,619	1,003	444	355	136	18	2,578	29	696
30	Larned.....	109	89	9,769	9,279	916	403	321	101	14	(D)	18	551
31	Remainder of County.....	35	19	1,500	1,340	87	41	34	35	4	(D)	11	145
32	Phillips County.....	154	106	10,542	9,540	662	369	283	156	18	2,033	18	477
33	Phillipsburg.....	91	63	6,590	5,986	490	278	208	94	6	1,181	12	361
34	Remainder of County.....	63	43	3,952	3,554	172	91	75	62	12	852	6	116
35	Pottawatomie County.....	196	136	13,754	12,444	972	437	371	201	28	2,228	23	563
36	Pratt County.....	187	149	19,356	18,520	1,972	775	626	180	18	3,479	27	837
37	Pratt.....	156	132	17,751	17,157	1,893	738	595	152	12	3,188	21	756
38	Remainder of County.....	31	17	1,605	1,363	79	37	31	28	6	291	6	81
39	Rawlins County.....	96	62	4,886	4,130	385	169	145	101	14	998	13	364
40	Reno County.....	717	511	71,905	68,395	7,410	3,161	2,536	732	102	14,353	147	3,743
41	Hutchinson.....	549	405	62,157	59,849	6,896	2,892	2,319	553	71	12,345	124	3,370
42	Remainder of County.....	168	106	9,748	8,546	514	269	217	179	31	2,008	23	373
43	Republic County.....	183	97	9,011	7,591	622	317	242	198	24	1,863	34	608
44	Belleville.....	84	56	5,861	5,535	510	246	184	85	10	1,133	13	400
45	Remainder of County.....	99	41	3,150	2,056	112	71	58	113	14	730	21	208
46	Rice County.....	220	168	16,266	15,372	1,407	646	493	241	38	4,476	35	725
47	Lyons.....	96	78	9,059	8,871	798	324	273	98	12	2,094	14	332
48	Remainder of County.....	124	90	7,207	6,501	609	322	220	143	26	2,382	21	393
49	Riley County.....	349	267	34,491	33,029	3,520	1,662	1,249	353	40	6,768	68	2,719
50	Manhattan.....	257	211	30,150	29,332	3,268	1,519	1,143	255	29	5,949	49	2,382
51	Remainder of County.....	92	56	4,341	3,697	252	143	106	98	11	819	19	337
52	Rooks County.....	151	111	12,623	11,863	885	428	330	175	20	2,583	29	688
53	Rush County.....	118	70	7,522	6,740	450	198	159	122	19	1,287	17	268
54	Russell County.....	217	145	16,499	14,829	1,322	573	476	242	33	3,585	41	952
55	Russell.....	134	102	13,051	12,117	1,163	497	410	145	19	2,911	24	663
56	Remainder of County.....	83	43	3,448	2,712	159	76	66	97	14	674	17	289
57	Saline County.....	571	415	60,975	57,075	6,251	6,410	2,176	568	69	11,459	119	3,802
58	Salina.....	500	378	57,219	53,799	5,935	6,285	2,074	493	59	11,007	104	3,472
59	Remainder of County.....	71	37	3,756	3,276	316	125	102	75	10	452	15	330
60	Scott County.....	85	59	6,762	6,248	523	226	172	93	9	1,437	17	452
61	Scott City.....	78	54	6,114	(D)	(D)	(D)	(D)	(D)	8	(D)	17	452
62	Remainder of County.....	7	5	648	(D)	(D)	(D)	(D)	(D)	1	(D)
63	Sedgwick County.....	2,776	2,086	377,961	365,393	44,497	17,342	14,481	2,736	343	74,962	586	21,584
64	Wichita.....	2,506	1,896	356,036	344,956	42,777	16,608	13,873	2,471	303	71,246	532	19,847
65	Remainder of County.....	270	190	21,925	20,437	1,720	734	608	265	40	3,716	54	1,737
66	Seward County.....	188	148	19,635	19,079	1,839	765	646	186	20	3,593	27	893
67	Liberal.....	176	140	19,174	18,670	1,790	739	627	174	18	(D)	24	859
68	Remainder of County.....	12	8	461	409	49	26	19	12	2	(D)	3	54

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
15	1,036	11	501	12	658	24	3,855	32	1,383	21	1,882	7	505	34	2,465	8	82	1	
5	584	3	(D)	6	199	11	(D)	13	462	5	262	3	(D)	14	794	2	(D)	2	
4	332	7	333	6	459	11	1,826	10	566	11	1,154	3	278	15	1,080	3	
6	120	1	(D)	2	(D)	9	355	5	466	1	(D)	5	591	6	(D)	4	
8	626	9	407	17	1,145	9	4,116	31	1,694	25	2,423	8	445	26	4,270	4	16	5	
4	583	9	407	11	527	8	(D)	11	553	15	1,878	3	257	13	(D)	2	(D)	6	
4	43	6	618	1	(D)	20	1,141	10	545	5	188	13	(D)	2	(D)	7	
17	4,681	56	3,713	38	3,138	60	11,585	99	4,117	49	5,277	19	1,894	112	4,492	9	106	8	
2	(D)	1	(D)	4	(D)	3	909	8	378	5	287	2	(D)	9	646	9	
4	160	6	(D)	1	(D)	5	(D)	16	475	4	262	2	(D)	11	238	2	(D)	10	
5	2,988	25	2,484	18	1,790	34	6,708	32	1,957	21	(D)	8	976	49	1,759	2	(D)	11	
5	1,353	24	1,090	15	1,054	17	3,737	27	1,040	15	1,703	6	620	37	1,552	5	84	12	
1	(D)	1	(D)	16	267	4	(D)	1	(D)	6	297	13	
9	426	4	39	4	130	6	1,366	22	658	15	1,482	3	84	21	(D)	1	(D)	14	
5	317	2	(D)	4	130	4	(D)	14	308	9	1,342	1	(D)	16	690	15	
4	109	2	(D)	2	(D)	8	350	6	140	2	(D)	5	(D)	1	(D)	16	
4	160	5	119	1	(D)	4	325	4	295	12	1,042	3	(D)	9	673	17	
19	756	12	470	15	567	14	1,908	39	1,419	42	2,907	7	453	32	1,566	8	114	18	
13	1,681	14	770	19	874	25	3,761	36	1,466	31	2,417	10	542	37	2,434	8	128	19	
5	1,392	13	(D)	13	701	20	3,201	21	851	16	1,591	8	(D)	28	1,587	6	(D)	20	
8	289	1	(D)	6	173	5	560	15	615	15	826	2	(D)	9	847	2	(D)	21	
6	314	4	138	5	210	5	930	7	317	16	1,107	4	174	11	243	3	51	22	
5	570	7	390	13	504	12	2,899	26	888	27	1,649	5	(D)	25	1,038	1	(D)	23	
4	(D)	3	(D)	12	(D)	9	2,676	17	710	13	1,068	3	244	16	506	1	(D)	24	
1	(D)	4	(D)	1	(D)	3	223	9	178	14	581	2	(D)	9	532	25	
14	271	6	173	13	414	13	2,009	35	706	29	1,819	6	253	27	1,641	4	12	26	
5	316	11	264	9	456	15	1,619	17	728	14	1,258	5	194	7	(D)	2	(D)	27	
7	347	3	(D)	5	173	4	1,121	11	486	12	1,212	5	177	11	921	2	(D)	28	
5	1,011	9	462	8	166	12	2,538	21	994	20	1,997	4	404	16	(D)	2	(D)	29	
5	1,011	7	(D)	8	166	10	(D)	15	656	13	1,370	4	404	13	382	2	(D)	30	
...	...	2	(D)	2	(D)	6	338	7	627	3	(D)	31	
11	697	9	299	11	579	13	1,810	19	797	26	1,823	6	299	17	1,696	6	32	32	
3	458	9	299	11	579	10	1,493	10	485	10	1,045	5	(D)	11	413	4	(D)	33	
8	239	3	317	9	312	16	778	1	(D)	6	1,283	2	(D)	34	
12	376	7	333	9	321	18	3,874	35	1,271	21	1,612	9	365	31	2,801	3	10	35	
5	1,644	9	321	18	1,156	15	4,575	30	1,696	26	2,478	8	571	31	2,599	36	
5	1,644	9	321	16	(D)	15	4,575	23	1,553	19	2,202	7	(D)	29	(D)	37	
...	2	(D)	7	143	7	276	1	(D)	2	(D)	38	
8	195	8	237	3	(D)	4	364	15	647	13	1,119	3	160	13	703	2	(D)	39	
21	9,682	41	4,162	28	3,882	44	15,479	84	3,980	74	7,741	25	2,068	109	5,568	42	1,247	40	
11	9,386	40	(D)	23	3,428	31	13,369	57	3,027	46	5,755	19	1,848	88	(D)	39	1,216	41	
10	296	1	(D)	5	454	13	2,110	27	953	28	1,986	6	220	21	(D)	3	31	42	
10	500	7	247	8	258	17	1,814	29	1,585	23	1,234	6	285	17	525	8	92	43	
3	(D)	5	(D)	6	(D)	14	1,640	8	545	8	696	3	230	8	371	6	(D)	44	
7	(D)	2	(D)	2	(D)	3	174	21	1,040	15	538	3	55	9	154	2	(D)	45	
13	890	5	294	13	808	17	3,573	25	1,275	30	2,681	10	555	25	927	9	62	46	
4	499	4	(D)	6	317	8	2,600	16	751	13	1,500	4	297	11	(D)	4	28	47	
9	391	1	(D)	7	491	9	973	9	524	17	1,181	6	258	14	(D)	5	34	48	
10	3,153	29	2,574	26	1,554	20	7,228	52	2,780	31	3,370	11	965	50	3,194	12	186	49	
8	(D)	29	2,574	17	1,333	16	(D)	27	1,876	18	2,549	9	(D)	45	2,666	10	(D)	50	
2	(D)	9	221	4	(D)	25	904	13	821	2	(D)	5	528	2	(D)	51	
9	452	7	305	8	391	8	2,381	23	1,278	17	2,821	7	(D)	21	1,325	2	(D)	52	
4	301	5	282	6	(D)	7	1,564	18	912	15	1,728	8	281	17	725	2	(D)	53	
11	989	5	648	13	795	19	4,410	26	1,397	22	1,742	12	652	27	1,299	8	30	54	
4	770	5	648	12	(D)	13	3,607	17	1,065	13	1,360	7	582	14	659	6	(D)	55	
7	219	1	(D)	6	803	9	332	9	382	5	70	13	640	2	(D)	56	
17	6,947	40	3,459	24	2,150	50	15,129	82	4,300	40	6,531	17	1,541	94	4,204	19	1,453	57	
17	6,947	40	3,459	23	(D)	44	13,978	69	3,946	29	5,451	13	1,471	84	(D)	18	(D)	58	
...	1	(D)	4	1,151	13	354	11	1,080	4	70	10	(D)	1	(D)	59	
2	(D)	6	292	9	183	3	912	16	1,005	9	1,414	2	(D)	11	596	1	(D)	60	
2	(D)	6	292	9	183	3	912	12	780	9	1,414	2	(D)	9	(D)	1	(D)	61	
...	(D)	4	225	2	(D)	62	
70	42,899	167	25,335	153	21,315	174	78,221	355	23,781	171	34,347	143	15,028	482	32,878	132	7,611	63	
62	42,595	163	25,290	139	20,993	160	74,928	307	21,199	134	28,635	133	14,523	442	(D)	131	(D)	64	
8	304	4	45	14	322	14	3,293	48	2,582	37	5,712	10	505	40	(D)	1	(D)	65	
7	1,482	11	739	18	1,039	20	4,717	24	1,614	21	2,824	4	583	32	(D)	4	(D)	66	
7	1,482	11	739	18	1,039	20	4,717	21	1,491	20	(D)	4	583	29	1,990	4	(D)	67	
...	3	123	1	(D)	3	(D)	68	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total	With payroll	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total	Full workweek		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Finney County.....	210	158	23,487	22,329	2,477	960	791	219	24	4,906	37	1,206
2	Garden City.....	192	144	22,338	21,270	2,372	911	749	193	21	4,838	30	1,045
3	Remainder of County.....	18	14	1,149	1,059	105	49	42	26	3	68	7	161
4	Ford County.....	302	238	31,953	29,721	3,045	1,137	938	320	31	4,882	66	1,630
5	Dodge City.....	216	180	26,039	24,519	2,731	1,003	839	213	22	4,144	43	1,130
6	Remainder of County.....	86	58	5,914	5,202	314	134	99	107	9	738	23	500
7	Franklin County.....	263	191	20,398	19,038	1,785	835	689	272	51	5,247	46	886
8	Ottawa.....	157	135	15,782	15,368	1,479	677	557	160	25	3,271	21	423
9	Remainder of County.....	106	56	4,616	3,670	306	158	132	112	26	1,976	25	463
10	Geary County.....	237	185	24,445	23,585	2,402	1,021	820	243	38	5,285	45	1,729
11	Junction City.....	216	172	23,600	22,828	2,332	969	790	224	36	(D)	40	1,633
12	Remainder of County.....	21	13	845	757	70	52	30	19	2	(D)	5	96
13	Gove County.....	70	40	3,390	2,834	175	90	84	76	7	810	14	158
14	Graham County.....	67	47	4,713	4,371	366	168	141	78	14	886	10	216
15	Grant County.....	59	49	6,661	6,547	567	219	194	63	8	1,365	8	401
16	Gray County.....	59	45	4,226	4,006	262	133	109	78	8	757	11	210
17	Greeley County.....	31	29	2,666	(D)	205	84	70	30	5	496	5	119
18	Greenwood County.....	201	139	12,754	11,552	1,008	461	392	211	27	2,633	39	793
19	Eureka.....	85	67	6,975	6,569	636	291	250	88	13	1,581	13	340
20	Remainder of County.....	116	72	5,779	4,983	372	170	142	123	14	1,052	26	453
21	Hamilton County.....	58	46	4,358	4,138	298	150	139	70	4	862	12	255
22	Harper County.....	167	117	12,491	11,485	951	424	349	185	31	2,804	20	577
23	Anthony.....	76	60	6,260	6,038	555	245	196	74	9	1,468	12	331
24	Remainder of County.....	91	57	6,231	5,447	396	179	153	111	22	1,336	8	246
25	Harvey County.....	272	210	25,865	24,699	2,394	1,081	875	266	35	5,249	42	1,262
26	Newton.....	191	149	20,336	19,462	2,024	911	736	183	25	4,114	26	941
27	Remainder of County.....	81	61	5,529	5,237	370	170	139	83	10	1,135	16	321
28	Haskell County.....	45	25	2,620	2,178	178	89	64	47	3	498	4	132
29	Hodgeman County.....	43	33	2,687	2,571	203	90	83	35	6	321	6	121
30	Jackson County.....	149	95	8,115	7,283	575	306	226	155	27	2,296	21	403
31	Holton.....	97	73	6,761	6,383	511	265	196	98	15	1,734	12	248
32	Remainder of County.....	52	22	1,354	900	64	41	30	57	12	562	9	155
33	Jefferson County.....	138	90	8,292	7,438	545	283	208	142	29	1,673	17	344
34	Jewell County.....	118	74	5,480	4,770	367	190	140	129	28	1,388	11	237
35	Johnson County.....	618	420	66,707	62,961	5,959	2,463	1,852	634	91	23,534	73	2,477
36	Olathe.....	112	84	10,818	10,092	1,019	408	340	114	17	2,473	18	490
37	Remainder of County.....	506	336	55,889	52,869	4,940	2,055	1,512	520	74	21,061	55	1,987
38	Kearny County.....	31	23	2,410	2,322	196	69	56	28	5	638	4	53
39	Kingman County.....	154	100	10,032	9,028	755	329	273	161	28	2,408	24	499
40	Kingman.....	93	67	7,742	7,190	642	263	221	99	12	1,638	16	373
41	Remainder of County.....	61	33	2,290	1,838	113	66	52	62	16	770	8	126
42	Kiowa County.....	90	58	5,472	4,844	404	208	171	97	11	1,083	15	390
43	Labette County.....	422	300	29,142	27,148	2,375	1,203	945	452	87	7,210	62	1,295
44	Parsons.....	219	183	19,087	18,181	1,776	882	692	242	49	4,619	30	726
45	Remainder of County.....	183	117	10,055	8,967	599	321	253	210	38	2,591	32	569
46	Lane County.....	41	29	3,544	3,350	312	108	94	42	5	822	9	174
47	Leavenworth County.....	366	252	29,652	28,090	2,775	1,249	1,027	385	63	7,814	93	1,653
48	Leavenworth.....	296	210	26,148	24,944	2,541	1,126	943	318	51	6,972	76	1,434
49	Remainder of County.....	70	42	3,504	3,146	234	123	84	67	12	842	17	219
50	Lincoln County.....	87	69	5,806	5,516	414	239	172	89	17	1,229	12	236
51	Linn County.....	155	83	8,653	7,197	373	229	183	168	28	1,305	14	236
52	Logan County.....	87	59	5,768	5,204	414	196	145	82	10	1,194	11	203
53	Lyon County.....	338	242	26,237	24,735	2,707	1,290	969	335	57	5,331	41	1,657
54	Emporia.....	265	205	23,083	22,237	2,500	1,174	883	253	43	4,858	36	1,418
55	Remainder of County.....	73	37	3,154	2,498	207	116	86	82	14	473	5	239
56	McPherson County.....	303	229	23,570	22,294	2,165	974	753	311	41	4,799	36	879
57	McPherson.....	133	111	14,784	14,100	1,485	615	498	129	14	3,196	13	338
58	Remainder of County.....	170	118	8,786	8,194	680	359	255	182	27	1,603	23	541
59	Marion County.....	228	162	15,493	14,145	918	465	370	240	27	2,729	39	626
60	Marshall County.....	270	174	17,826	16,160	1,278	650	507	281	47	3,426	47	936
61	Marysville.....	107	87	10,415	10,103	903	414	344	106	16	1,576	16	491
62	Remainder of County.....	163	87	7,411	6,057	375	236	163	175	31	1,850	31	445
63	Meade County.....	80	54	5,076	4,752	424	187	161	88	9	1,164	10	239

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, hldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
8	2,174	18	1,104	11	1,057	21	5,797	26	1,801	20	3,120	8	505	34	1,593	3	224	1	
7	(D)	18	1,104	10	(D)	19	(D)	24	(D)	19	(D)	8	505	33	(D)	3	224	2	
1	(D)	1	(D)	2	(D)	2	(D)	1	(D)	1	(D)	3	
8	3,408	16	1,049	22	1,349	20	6,990	39	3,246	40	4,667	11	855	47	(D)	2	(D)	4	
7	(D)	16	1,049	16	1,161	18	(D)	22	2,713	23	3,501	8	774	39	1,452	2	(D)	5	
1	(D)	6	188	2	(D)	17	533	17	1,166	3	81	8	(D)	6	
15	1,797	16	831	12	687	19	3,842	34	1,579	31	2,890	11	620	25	1,972	3	47	7	
9	1,670	16	831	8	517	19	3,842	16	919	19	2,034	7	543	16	(D)	1	(D)	8	
6	127	4	170	18	660	12	856	4	77	9	(D)	2	(D)	9	
10	1,740	14	903	12	1,175	16	6,963	27	1,778	19	2,568	11	652	38	1,582	7	70	10	
8	(D)	13	(D)	11	(D)	16	6,963	22	1,398	18	(D)	11	652	34	1,400	7	70	11	
2	(D)	1	(D)	1	(D)	5	380	1	(D)	4	182	12	
1	(D)	2	(D)	2	(D)	7	649	10	270	12	826	4	135	9	260	2	(D)	13	
4	98	4	120	1	(D)	6	1,192	6	431	14	1,347	5	221	3	(D)	14	
2	(D)	9	302	2	(D)	7	1,597	5	441	7	1,324	2	(D)	9	686	15	
3	107	2	(D)	6	84	3	580	8	439	13	1,760	3	191	2	(D)	16	
1	(D)	2	(D)	4	244	10	1,193	2	(D)	2	(D)	17	
9	467	8	491	12	399	12	2,302	38	1,602	24	2,153	8	437	22	(D)	2	(D)	18	
3	297	6	(D)	9	(D)	8	1,600	10	760	9	1,024	3	278	11	417	19	
6	170	2	(D)	3	(D)	4	702	28	842	15	1,129	5	159	11	(D)	2	(D)	20	
2	(D)	3	82	2	(D)	6	1,161	11	609	8	636	1	(D)	9	352	21	
8	576	10	385	11	471	14	2,445	19	1,134	17	2,782	7	516	21	644	9	157	22	
5	475	4	312	6	230	10	1,463	5	418	8	839	3	317	11	(D)	3	(D)	23	
3	101	6	73	5	241	4	982	14	716	9	1,943	4	199	10	(D)	6	(D)	24	
8	1,900	14	885	21	1,184	20	6,722	38	2,272	31	3,016	12	594	42	2,716	10	56	25	
5	1,781	11	(D)	16	1,122	17	(D)	24	1,722	22	2,062	7	439	30	1,112	8	(D)	26	
3	128	2	(D)	5	62	3	(D)	14	550	9	954	5	155	12	1,604	2	(D)	27	
3	130	5	145	3	55	3	660	10	347	8	476	2	(D)	4	(D)	28	
1	(D)	3	614	6	205	15	815	1	(D)	5	(D)	29	
6	571	5	195	5	350	7	1,497	27	884	24	1,199	3	(D)	16	(D)	8	62	30	
4	(D)	5	195	5	350	7	1,497	16	603	14	1,029	3	(D)	14	453	2	(D)	31	
2	(D)	11	281	10	170	2	(D)	6	(D)	32	
8	191	2	(D)	5	1,027	5	1,049	19	874	30	2,156	8	229	13	680	2	(D)	33	
9	343	1	(D)	4	(D)	5	845	25	856	19	1,233	6	181	6	284	4	12	34	
33	2,882	48	2,309	38	2,175	29	11,134	80	5,295	52	8,631	25	3,656	90	3,512	59	1,102	35	
5	276	6	344	8	497	12	3,786	9	445	12	1,308	4	353	15	68	6	160	36	
28	2,606	42	1,965	30	1,678	17	7,348	71	4,850	40	7,323	21	3,303	75	2,826	53	942	37	
2	(D)	3	29	3	348	1	(D)	5	821	2	(D)	4	110	2	(D)	38	
7	574	4	(D)	13	494	7	2,400	31	927	23	1,626	5	269	12	(D)	39	
4	(D)	2	(D)	8	368	5	(D)	16	609	16	1,203	3	(D)	11	527	40	
3	(D)	2	(D)	5	126	2	(D)	15	318	7	423	2	(D)	1	(D)	41	
2	(D)	5	181	5	186	11	1,435	19	816	8	844	6	247	8	(D)	42	
14	1,949	23	1,248	30	1,646	37	6,593	43	1,858	47	3,173	13	879	47	3,133	19	158	43	
7	1,686	21	(D)	19	1,140	23	4,926	26	1,293	15	1,096	7	671	29	(D)	13	126	44	
7	263	2	(D)	11	506	14	1,667	17	565	32	2,077	6	208	18	(D)	6	32	45	
2	(D)	1	(D)	2	(D)	6	1,128	4	251	7	665	1	(D)	4	102	46	
12	2,507	19	1,640	18	1,506	19	6,757	32	1,437	23	2,268	14	1,115	68	2,836	5	119	47	
7	2,371	17	(D)	16	(D)	16	5,882	21	990	13	1,637	11	983	63	2,736	5	119	48	
5	136	2	(D)	2	(D)	3	875	11	447	10	631	3	132	5	100	49	
6	771	4	(D)	5	297	6	1,230	11	594	16	981	2	(D)	4	264	4	22	50	
5	161	6	186	9	294	10	2,214	28	885	22	1,535	4	185	18	1,572	11	80	51	
7	575	6	134	3	199	6	1,185	10	495	16	1,071	3	(D)	15	(D)	52	
10	2,005	21	2,040	17	981	26	4,699	53	2,634	33	2,701	13	1,074	53	2,910	14	205	53	
5	1,682	21	2,040	16	(D)	24	(D)	30	1,755	22	2,069	9	1,019	48	2,486	11	(D)	54	
5	323	1	(D)	2	(D)	23	879	11	632	4	55	5	424	3	(D)	55	
15	1,693	17	989	15	972	18	5,087	49	1,793	50	4,281	14	828	40	2,151	8	98	56	
8	1,260	9	855	7	657	11	3,827	20	784	24	2,214	6	589	20	(D)	1	(D)	57	
7	433	8	134	8	315	7	1,260	29	1,009	26	2,067	8	239	20	(D)	7	(D)	58	
13	694	5	177	7	494	19	3,454	40	1,746	39	2,818	11	428	23	2,270	5	57	59	
9	1,093	9	450	14	386	20	2,907	37	1,389	32	2,876	13	2,358	34	1,911	8	94	60	
5	976	4	215	8	299	17	2,386	8	551	12	1,351	6	(D)	14	439	1	(D)	61	
4	117	5	235	6	87	3	521	29	838	20	1,525	7	(D)	20	1,472	7	(D)	62	
6	192	2	(D)	2	(D)	12	1,361	6	417	17	1,064	5	236	8	238	3	15	63	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

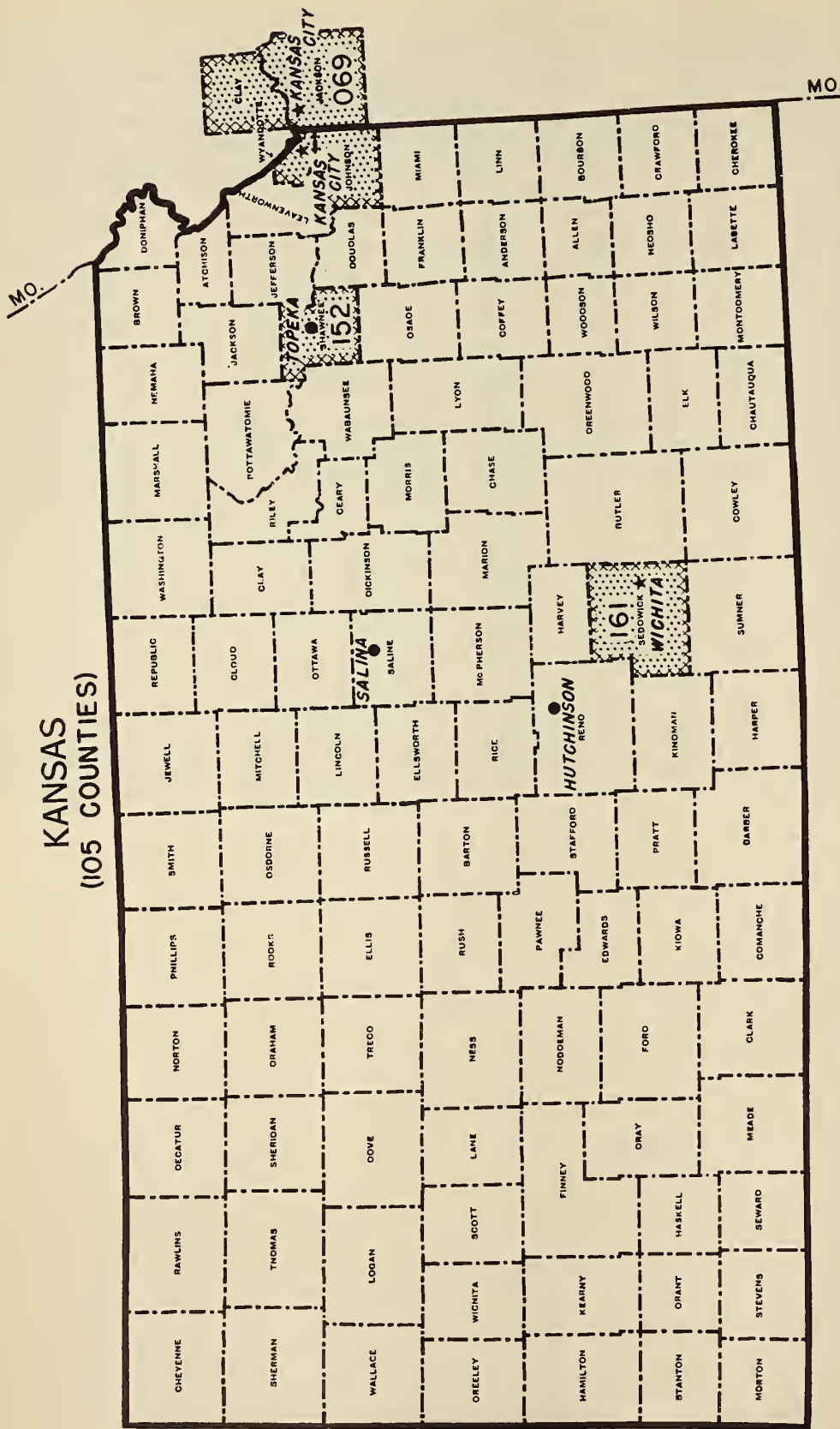
Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Shawnee County.....	1,295	905	143,516	136,470	17,156	6,920	5,703	1,283	196	30,725	248	7,433
2	Topeka.....	1,150	810	133,193	126,805	16,338	6,549	5,426	1,130	169	26,858	212	6,460
3	Remainder of County.....	145	95	10,323	9,665	818	371	277	153	27	3,867	36	973
4	Sheridan County.....	60	46	4,297	4,101	272	127	106	65	4	615	10	236
5	Sherman County.....	109	77	9,011	8,513	810	323	271	115	13	1,762	11	459
6	Goodland.....	92	68	8,018	7,642	697	282	234	95	9	1,716	9	(D)
7	Remainder of County.....	17	9	993	871	113	41	37	20	4	66	2	(O)
8	Smith County.....	138	88	6,984	6,192	513	278	210	141	25	1,404	18	433
9	Stafford County.....	123	91	10,220	9,680	779	336	278	120	12	1,931	23	666
10	Stanton County.....	25	17	1,409	(D)	105	46	45	28	3	183	5	79
11	Stevens County.....	55	45	5,184	5,020	472	177	148	49	6	1,005	6	201
12	Hugoton.....	52	42	(D)	(D)	(D)	(D)	(D)	(D)	5	(D)	5	(D)
13	Remainder of County.....	3	3	(O)	(D)	(O)	(O)	(O)	(O)	1	(O)	1	(O)
14	Sumner County.....	387	247	27,882	25,094	2,211	962	799	440	77	6,057	54	1,277
15	Wellington.....	151	107	12,260	11,512	1,143	506	425	172	32	3,035	22	555
16	Remainder of County.....	236	140	15,622	13,582	1,068	456	374	268	45	3,022	32	722
17	Thomas County.....	162	102	12,246	10,900	953	390	319	172	28	2,281	28	828
18	Colby.....	118	80	9,935	8,929	827	328	273	132	17	1,939	17	703
19	Remainder of County.....	44	22	2,311	1,971	126	62	46	40	11	342	11	125
20	Trego County.....	78	56	5,311	4,991	412	203	164	77	10	1,018	10	192
21	Wabaunsee County.....	83	63	4,804	4,490	269	159	116	85	15	1,100	9	132
22	Wallace County.....	41	23	2,499	2,143	147	53	49	39	5	265	3	82
23	Washington County.....	150	94	7,916	7,010	513	247	207	167	19	1,772	28	469
24	Wichita County.....	49	37	3,788	3,582	327	148	128	48	5	697	8	471
25	Wilson County.....	191	141	13,048	12,200	919	487	397	210	34	3,361	25	564
26	Fredonia.....	81	57	7,088	6,810	524	241	215	88	11	1,223	8	229
27	Neodesha.....	70	56	4,793	4,621	357	208	159	75	10	1,803	13	269
28	Remainder of County.....	40	16	1,165	769	38	38	23	47	13	335	4	66
29	Woodson County.....	112	60	5,117	4,377	330	224	193	134	21	1,158	15	292
30	Wyandotte County.....	1,654	1,020	162,330	150,266	16,392	5,746	4,705	1,681	406	42,887	349	10,245
31	Kansas City.....	1,396	896	147,288	137,700	15,411	5,480	4,370	1,388	332	37,238	294	8,924
32	Remainder of County.....	258	124	15,042	12,566	981	466	335	293	74	5,649	55	1,321

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group – Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
31	16,177	88	9,488	64	11,803	80	26,819	163	10,033	61	11,436	45	4,991	218	11,952	101	2,659	1	
26	16,107	86	(D)	62	(D)	74	26,716	124	8,160	50	9,692	43	(D)	206	10,846	98	(D)	2	
5	70	2	(D)	2	(D)	6	103	39	1,873	11	1,744	2	(D)	12	1,106	3	(D)	3	
6	136	3	117	3	169	7	1,015	6	221	11	1,092	2	(D)	8	(D)	4	
4	642	4	310	6	314	17	2,653	11	488	16	1,609	4	230	19	496	4	28	5	
3	(D)	4	310	6	314	16	(D)	8	433	13	(D)	4	230	18	(D)	2	(D)	6	
1	(D)	1	(D)	3	55	3	(D)	1	(D)	2	(D)	7	
11	593	2	(D)	8	241	9	1,155	15	1,187	22	1,380	7	182	16	(D)	5	41	8	
6	398	4	138	7	558	9	2,776	12	460	22	1,943	6	217	18	1,109	4	24	9	
1	(D)	2	(D)	3	159	3	58	6	640	1	(D)	1	(D)	10	
3	205	3	161	3	201	5	1,767	9	(D)	9	838	2	(D)	9	259	11	
3	205	3	161	3	201	5	1,767	8	285	9	838	2	(D)	9	259	12	
...	1	(D)	13	
22	1,475	18	783	24	1,566	30	6,164	47	2,673	45	4,597	17	744	50	(D)	3	(D)	14	
8	934	7	541	9	431	12	2,928	11	532	19	1,942	7	338	23	(D)	1	(D)	15	
14	541	11	242	15	1,135	18	3,236	36	2,141	26	2,655	10	406	27	(D)	2	(D)	16	
5	681	8	432	7	335	15	2,564	22	909	27	2,324	3	351	17	(D)	2	(D)	17	
4	(D)	8	432	7	335	14	(D)	11	666	20	1,924	3	351	15	608	2	(D)	18	
1	(D)	1	(D)	11	243	7	400	2	(D)	19	
4	237	3	145	8	364	8	1,043	9	816	12	1,063	2	(D)	10	230	2	(D)	20	
6	219	6	189	6	1,109	14	399	15	792	4	138	8	726	21	
1	(D)	1	(D)	3	840	11	355	9	504	2	(D)	6	338	22	
4	274	2	(D)	7	284	12	1,264	20	587	31	2,456	5	175	20	605	2	(D)	23	
1	(D)	2	(D)	1	(D)	7	967	8	306	6	729	9	269	2	(D)	24	
10	500	11	464	8	600	17	2,926	24	930	24	1,591	9	434	24	(D)	5	(D)	25	
3	(D)	7	215	6	(D)	9	1,909	9	309	13	1,145	4	250	9	1,163	2	(D)	26	
3	121	4	249	2	(D)	6	(D)	5	231	7	359	5	184	12	237	3	(D)	27	
4	(D)	2	(D)	10	390	4	87	3	(D)	28	
10	277	2	(D)	7	205	8	1,094	18	586	13	912	4	(D)	10	382	4	26	29	
43	8,331	80	7,338	67	7,969	80	43,102	200	11,399	83	12,752	63	6,889	200	9,469	83	1,949	30	
38	8,072	77	(D)	60	7,714	68	41,023	166	9,960	64	10,705	55	6,306	174	(D)	68	1,675	31	
5	259	3	(D)	7	255	12	2,079	34	1,439	19	2,047	8	583	26	(D)	15	274	32	

KANSAS (105 COUNTIES)



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS

STANDARD METROPOLITAN AREAS

CODE

- 069 KANSAS CITY, MO.
- 152 TOPEKA
- 161 WICHITA

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Phone: Sterling 5611

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PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade	Wholesale Trade	Selected Service Trades
<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins	<input type="checkbox"/> Census Volumes	<input type="checkbox"/> Census Volumes
<input type="checkbox"/> Census Volumes		
<input type="checkbox"/> Public Merchandise Warehouses		
<input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
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DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

**PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300**

1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-17

KENTUCKY

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the “employer” universe, and those with no paid employment during 1954, i. e., the “non-employer” universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of “Employers”

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of “Non-Employers”

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “non-employer” segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts deducted by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

KENTUCKY

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	26,469	16,037	2,196,488	1,991,664	29,832	16,098	1,666,711	1,438,514
Food stores.....	7,430	2,838	527,409	431,617	11,743	3,477	400,314	309,008
Eating, drinking places.....	3,931	3,043	150,350	138,972	4,405	3,131	113,769	104,650
General merchandise group.....	2,200	1,158	258,652	235,298	2,521	1,275	237,214	217,567
Apparel, accessories stores.....	1,400	1,210	121,594	118,070	1,294	1,024	116,874	112,570
Furniture, home furnishings, appliance dealers.....	1,172	866	98,323	92,789	1,162	841	83,187	77,846
Automotive group.....	1,509	1,175	428,346	419,152	1,297	1,160	281,408	216,173
Gasoline service stations.....	2,641	1,727	144,033	122,165	2,646	1,599	79,205	65,635
Lumber, bldg. mtl., hardware, farm equipment dealers..	1,527	1,209	185,344	177,338	1,460	1,177	152,456	146,578
Drug stores, proprietary stores.....	782	740	73,695	72,707	794	716	58,514	57,233
Other retail stores.....	3,095	1,917	181,711	163,247	2,465	1,658	135,300	123,135
Nonstore retailers.....	782	154	27,031	20,309	45	40	8,470	8,119

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (unin- corporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments with payroll (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Kentucky, total.....	26,469	16,037	2,196,488	1,991,664	209,351	91,823	76,031	28,770	7,430	527,409	3,931	150,350
2	Adair County.....	136	64	6,882	5,694	429	247	193	158	38	1,475	4	152
3	Allen County.....	113	55	8,924	6,792	545	282	249	131	31	1,611	15	350
4	Anderson County.....	81	47	5,219	4,735	380	178	139	89	27	1,365	8	288
5	Ballard County.....	112	60	5,239	4,127	287	132	117	121	36	1,766	8	100
6	Barren County.....	290	152	21,550	18,636	1,886	933	763	313	81	4,539	24	715
7	Glasgow.....	172	108	16,025	14,807	1,518	738	587	175	52	3,239	15	404
8	Remainder of County.....	118	44	5,525	3,829	368	195	176	138	29	1,300	9	311
9	Bath County.....	85	39	3,573	2,767	164	94	69	95	30	1,340	8	81
10	Bell County.....	308	186	23,426	21,286	2,142	1,057	877	328	106	6,453	43	1,595
11	Middlesborough.....	170	114	15,421	14,559	1,500	714	601	173	52	3,477	24	1,087
12	Pineville.....	83	59	6,438	5,958	611	320	256	90	20	2,242	12	275
13	Remainder of County.....	55	13	1,567	769	31	23	20	65	34	734	7	233
14	Boone County.....	140	78	8,765	7,471	577	266	207	152	39	2,341	25	836
15	Bourbon County.....	168	132	14,984	14,128	1,489	617	506	193	38	4,290	25	673
16	Paris.....	132	112	13,464	12,924	1,424	581	477	145	27	3,755	21	626
17	Remainder of County.....	36	20	1,520	1,204	65	36	29	48	11	535	4	45
18	Boyd County.....	530	334	52,105	48,085	5,160	2,267	1,870	529	154	13,536	57	1,788
19	Ashland.....	419	273	46,207	43,075	4,839	2,097	1,735	410	114	11,586	41	1,458
20	Catlettsburg.....	85	47	4,577	3,903	247	118	99	88	24	1,398	14	(D)
21	Remainder of County.....	26	14	1,321	1,107	74	52	36	31	16	552	2	(D)
22	Boyle County.....	179	133	18,304	17,500	2,020	885	785	175	37	3,938	15	681
23	Danville.....	141	107	16,434	15,840	1,885	797	723	134	29	3,358	11	521
24	Remainder of County.....	38	26	1,870	1,660	135	88	62	41	8	580	4	160
25	Bracken County.....	90	50	4,904	4,320	315	160	126	96	24	1,203	12	219
26	Breathitt County.....	99	41	5,172	4,078	262	129	111	113	29	1,543	9	172
27	Breckinridge County.....	117	55	5,596	4,420	291	155	130	123	35	1,476	10	190
28	Bullitt County.....	105	61	6,633	5,759	376	184	156	126	37	2,221	13	212
29	Butler County.....	92	20	2,241	1,125	81	46	39	95	47	739	3	20
30	Caldwell County.....	143	89	9,556	8,228	628	337	280	185	41	2,425	14	249
31	Princeton.....	115	77	8,313	7,393	569	314	258	149	34	2,248	13	(D)
32	Remainder of County.....	28	12	1,243	835	59	23	22	36	7	237	1	(D)
33	Calloway County.....	250	138	17,117	13,599	1,150	552	481	303	80	3,448	18	607
34	Murray.....	184	114	14,082	11,630	1,031	498	431	226	43	2,621	17	(D)
35	Remainder of County.....	66	24	3,035	1,969	119	54	50	77	37	827	1	(D)
36	Campbell County.....	843	577	70,252	65,294	7,249	3,037	2,309	919	221	21,435	228	10,813
37	Bellevue.....	83	61	4,042	3,496	382	212	130	99	29	1,563	13	661
38	Dayton.....	94	56	5,046	4,476	365	170	114	102	35	2,715	26	707
39	Fort Thomas.....	57	39	4,950	4,672	472	230	153	60	10	2,711	9	401
40	Newport.....	480	336	47,470	45,124	5,140	2,020	1,610	479	118	12,750	117	5,609
41	Remainder of County.....	159	85	8,744	7,526	890	405	302	179	29	1,696	63	3,435
42	Carlisle County.....	65	37	4,615	4,023	238	126	108	72	18	949	12	167
43	Carroll County.....	108	84	7,577	7,077	611	315	260	132	24	2,222	22	740
44	Carrollton.....	80	64	6,048	5,662	512	258	212	98	14	1,709	15	568
45	Remainder of County.....	28	20	1,529	1,415	99	57	48	34	10	513	7	172
46	Carter County.....	178	96	9,108	7,242	546	293	260	214	52	2,560	15	345
47	Casey County.....	110	32	4,851	3,293	185	109	91	131	44	1,237	7	154
48	Christian County.....	397	271	38,520	35,930	3,643	1,782	1,563	401	97	7,800	77	3,597
49	Hopkinsville.....	276	206	30,318	28,928	3,134	1,509	1,321	280	62	6,342	56	2,491
50	Remainder of County.....	121	65	8,202	7,002	509	273	242	121	35	1,458	21	1,106
51	Clark County.....	187	135	16,413	15,185	1,434	652	524	221	34	4,077	20	681
52	Winchester.....	167	123	15,268	14,116	1,358	601	484	200	31	(D)	17	526
53	Remainder of County.....	20	12	1,145	1,069	76	51	40	21	3	(D)	3	155
54	Clay County.....	156	48	6,520	4,996	372	178	153	166	50	1,112	12	236
55	Clinton County.....	71	33	3,276	2,506	147	90	76	85	20	715	3	87
56	Crittenden County.....	106	54	5,331	4,227	355	169	147	126	36	1,290	11	248
57	Cumberland County.....	69	29	3,389	2,453	205	120	90	76	16	730	5	65
58	Daviess County.....	650	408	63,785	58,043	6,895	2,946	2,369	720	172	16,061	116	4,643
59	Owensboro.....	555	371	58,182	54,116	6,605	2,811	2,273	606	136	13,238	98	3,972
60	Remainder of County.....	95	37	5,603	3,927	290	135	96	114	36	2,823	18	671
61	Edmonson County.....	70	22	2,529	1,515	150	62	61	81	9	384	5	47
62	Elliott County.....	51	9	1,070	446	23	17	15	54	22	377	1	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
2,200	258,652	1,400	121,594	1,172	98,323	1,509	428,346	2,641	144,033	1,527	185,344	782	73,695	3,095	181,711	782	27,031	1
16	755	7	355	9	310	11	1,510	14	491	5	566	3	229	20	967	9	72	2
13	774	7	494	2	(D)	10	2,519	9	426	11	1,548	3	202	6	(D)	6	86	3
9	538	4	141	4	126	7	1,251	3	296	6	362	2	(D)	11	(D)	4
8	298	1	(D)	11	305	4	649	15	465	8	642	5	(D)	16	842	5
33	2,347	11	1,271	14	637	21	4,917	27	1,879	26	3,148	8	723	38	1,301	7	73	6
10	1,517	9	(D)	11	524	14	4,088	15	1,202	15	2,473	5	576	19	(D)	7	73	7
23	830	2	(D)	3	113	7	829	12	677	11	675	3	147	19	(D)	8
13	375	4	113	3	(D)	3	431	7	270	7	245	4	93	6	(D)	9
17	2,870	20	1,314	19	1,684	18	4,362	22	1,557	14	1,210	6	873	35	1,345	8	163	10
9	2,245	10	757	15	1,468	7	3,092	12	(D)	11	795	3	563	21	1,013	6	(D)	11
2	(D)	10	557	4	216	11	1,270	9	657	3	415	3	310	9	(D)	12
6	(D)	1	(D)	5	(D)	2	(D)	13
10	496	3	(D)	10	1,521	21	839	11	1,452	2	(D)	11	853	8	84	14
8	981	11	459	8	559	12	2,117	17	1,071	14	2,491	4	367	26	1,938	5	38	15
7	(D)	10	(D)	7	(D)	6	1,959	12	874	12	(D)	3	(D)	23	(D)	5	38	16
1	(D)	1	(D)	1	(D)	7	158	5	197	2	(D)	1	(D)	3	(D)	17
19	7,829	45	3,711	45	3,231	37	10,510	48	2,698	29	2,812	14	1,540	64	3,989	18	461	18
12	7,199	43	(D)	39	3,033	33	10,479	39	2,370	23	2,500	12	(D)	47	2,239	16	(D)	19
3	(D)	2	(D)	5	(D)	3	(D)	9	328	6	312	1	(D)	16	(D)	2	(D)	20
4	(D)	1	(D)	1	(D)	1	(D)	1	(D)	21
7	2,374	19	1,395	13	370	14	4,126	24	1,313	17	2,590	6	523	21	928	6	66	22
4	2,303	17	(D)	11	(D)	14	4,126	18	1,084	12	2,181	4	(D)	16	(D)	5	(D)	23
3	71	2	(D)	2	(D)	6	229	5	409	2	(D)	5	(D)	1	(D)	24
16	496	2	(D)	1	(D)	3	936	8	138	11	1,608	3	84	8	108	2	(D)	25
23	1,024	2	(D)	7	227	4	975	10	454	5	424	2	(D)	6	152	2	(D)	26
31	1,239	2	(D)	2	(D)	18	632	10	812	2	(D)	7	464	27
11	476	4	(D)	1	(D)	7	1,097	15	720	7	982	3	233	5	577	2	(D)	28
19	553	2	(D)	3	75	1	(D)	6	248	5	309	2	(D)	4	(D)	29
16	946	8	336	6	(D)	10	1,862	19	864	12	1,226	5	317	11	878	1	(D)	30
10	836	8	336	4	210	10	1,862	14	765	8	859	5	317	8	641	1	(D)	31
6	110	2	(D)	5	99	4	367	3	237	32
16	1,427	8	502	10	524	40	5,137	24	1,169	18	1,981	7	510	25	1,760	4	52	33
7	1,002	8	502	9	(D)	33	4,517	20	934	15	1,601	6	(D)	22	(D)	4	52	34
9	425	1	(D)	7	620	4	235	3	380	1	(D)	3	(D)	35
32	2,644	36	2,842	33	3,168	35	12,506	51	3,529	26	3,103	30	2,659	87	5,399	64	2,154	36
5	107	1	(D)	9	292	1	(D)	6	240	2	(D)	3	303	8	328	6	138	37
2	(D)	3	(D)	2	(D)	1	(D)	2	(D)	1	(D)	5	209	9	693	8	46	38
2	(D)	5	(D)	1	(D)	9	431	2	(D)	3	360	7	307	9	95	39
12	1,765	31	2,645	17	2,428	27	11,419	20	2,000	17	2,301	15	1,552	51	3,392	25	1,609	40
11	553	1	(D)	5	(D)	14	(D)	4	455	4	235	12	679	16	266	41
6	251	1	(D)	4	1,470	8	240	5	1,216	3	113	4	(D)	4	62	42
3	(D)	8	365	3	282	6	1,143	15	671	7	654	1	(D)	18	878	1	(D)	43
3	(D)	8	365	3	282	4	(D)	8	408	6	(D)	1	(D)	17	(D)	1	(D)	44
...	2	(D)	7	263	1	(D)	1	(D)	45
23	1,125	13	651	14	779	17	1,806	12	534	11	764	3	248	16	(D)	2	(D)	46
14	737	3	193	12	1,429	11	357	6	604	13	140	47
26	3,430	31	2,756	15	1,767	19	7,189	44	2,696	20	4,243	9	867	48	3,828	11	347	48
14	2,910	29	(D)	13	(D)	15	6,052	27	2,004	17	4,028	8	(D)	29	1,594	6	(D)	49
12	520	2	(D)	2	(D)	4	1,137	17	692	3	215	1	(D)	19	2,234	5	(D)	50
14	1,291	18	1,179	11	862	17	2,759	15	(D)	17	1,720	5	566	34	2,064	2	(D)	51
7	1,086	18	1,179	11	862	15	(D)	14	1,014	17	1,720	5	566	30	1,988	2	(D)	52
7	205	2	(D)	1	(D)	4	76	53
34	869	12	391	6	333	8	1,227	7	563	7	(D)	2	(D)	18	1,333	54
12	589	...	(D)	3	171	7	410	8	386	5	(D)	3	98	10	198	55
9	665	6	165	5	268	7	920	12	488	9	723	2	(D)	9	(D)	56
21	518	2	(D)	2	(D)	5	769	4	82	5	400	2	(D)	5	311	2	(D)	57
29	9,936	43	3,908	36	2,904	34	10,463	64	4,522	38	4,422	22	1,932	78	4,349	18	645	58
21	9,352	43	3,908	33	2,793	34	10,463	55	4,272	36	(D)	18	1,822	63	(D)	18	645	59
8	584	3	111	9	250	2	(D)	4	110	15	(D)	60
19	455	2	(D)	2	(D)	12	420	3	151	1	(D)	17	519	61
18	338	1	(D)	3	94	3	77	1	(D)	2	(D)	62

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (unin- corporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establis- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Estill County.....	126	56	5,332	4,086	301	138	107	148	44	1,834	12	169
2	Irvine.....	61	37	3,413	3,003	210	103	77	71	20	1,132	7	82
3	Remainder of County.....	65	19	1,919	1,083	91	35	30	77	24	702	5	87
4	Payette County.....	1,089	825	129,426	124,204	16,687	6,851	5,910	1,025	210	24,428	204	7,502
5	Lexington.....	981	747	118,711	114,029	15,530	6,328	5,501	906	188	19,701	184	6,294
6	Remainder of County.....	108	78	10,715	10,175	1,157	523	409	119	22	4,767	20	1,208
7	Fleming County.....	98	58	6,340	5,722	392	213	169	122	24	1,279	8	142
8	Floyd County.....	371	147	16,512	13,408	1,060	488	422	392	150	4,005	33	543
9	Prestonsburg.....	69	51	6,328	6,182	556	247	212	69	6	502	8	152
10	Remainder of County.....	302	96	10,184	7,226	504	241	210	323	144	3,503	25	391
11	Franklin County.....	260	208	26,360	25,212	2,790	1,282	1,046	274	53	6,755	39	1,253
12	Frankfort.....	235	185	24,328	(D)	2,629	1,188	975	251	48	6,470	34	1,017
13	Remainder of County.....	25	23	2,032	(D)	161	94	71	23	5	285	5	236
14	Fulton County.....	205	127	12,562	11,070	857	448	384	230	54	3,882	25	602
15	Fulton.....	108	78	8,247	7,815	628	326	282	124	19	2,328	11	447
16	Remainder of County.....	97	49	4,315	3,255	229	122	102	106	35	1,554	14	155
17	Gallatin County.....	53	37	3,639	3,225	207	115	83	55	10	674	13	303
18	Garrard County.....	101	51	5,585	4,841	468	227	188	106	25	1,233	10	208
19	Grant County.....	105	65	6,291	5,741	381	224	179	113	28	1,500	15	486
20	Graves County.....	326	186	23,799	21,151	2,131	959	829	375	105	5,576	34	864
21	Mayfield.....	225	151	20,084	18,730	1,945	863	740	253	61	4,382	22	698
22	Remainder of County.....	101	35	3,715	2,421	186	96	89	122	44	1,194	12	166
23	Grayson County.....	147	77	8,733	7,355	553	285	243	158	43	1,676	10	141
24	Green County.....	122	52	5,334	4,364	266	146	134	135	35	1,552	7	178
25	Greene County.....	182	72	7,631	5,535	406	213	184	211	81	3,108	17	259
26	Hancock County.....	47	19	2,041	1,471	96	46	37	52	22	852	3	58
27	Hardin County.....	299	209	34,237	32,423	3,202	1,439	1,239	345	56	7,300	41	1,440
28	Elizabethtown.....	130	100	19,648	18,984	2,062	868	756	155	15	3,961	19	638
29	Remainder of County.....	169	109	14,589	13,439	1,140	571	483	190	41	3,339	22	802
30	Harlan County.....	394	220	31,324	27,990	2,862	1,232	1,045	399	160	8,709	46	1,055
31	Cumberland.....	94	66	6,781	6,199	556	244	197	101	25	2,164	11	226
32	Harlan.....	98	72	15,215	14,545	1,544	670	560	106	23	3,712	13	528
33	Remainder of County.....	202	82	9,328	7,246	762	318	288	192	112	2,833	22	301
34	Harrison County.....	149	117	11,813	10,999	1,141	518	413	172	28	2,564	24	883
35	Cynthiana.....	126	104	11,027	10,437	1,102	491	390	145	24	2,430	19	729
36	Remainder of County.....	23	13	786	562	39	27	23	27	4	134	5	154
37	Hart County.....	138	74	7,027	5,723	469	228	183	166	37	1,811	12	292
38	Henderson County.....	352	252	30,996	29,100	2,779	1,190	1,032	375	77	7,174	63	2,116
39	Henderson.....	285	203	27,090	25,558	2,372	1,018	872	302	56	5,881	43	1,509
40	Remainder of County.....	67	49	3,906	3,542	407	172	160	73	21	1,293	20	607
41	Henry County.....	129	81	6,678	5,528	380	195	154	137	30	1,547	9	310
42	Hickman County.....	67	45	4,064	3,558	289	158	133	91	28	1,275	6	145
43	Hopkins County.....	390	226	28,402	25,352	2,546	1,204	1,016	445	144	8,050	44	1,463
44	Earlington.....	18	12	683	609	35	33	31	17	4	281	4	(D)
45	Madisonville.....	207	137	20,024	18,688	1,978	903	757	238	67	5,101	23	946
46	Remainder of County.....	165	77	7,695	6,055	533	268	228	190	73	2,668	17	(D)
47	Jackson County.....	114	20	3,205	1,655	118	73	69	127	39	587	5	67
48	Jefferson County.....	4,699	3,453	627,208	603,026	71,877	29,228	23,792	4,899	1,039	138,813	1,068	57,122
49	Louisville.....	4,111	3,011	551,487	530,323	65,327	26,206	21,406	4,244	925	118,700	940	49,270
50	Remainder of County.....	588	442	75,721	72,703	6,550	3,022	2,386	605	114	20,113	128	7,852
51	Jessamine County.....	118	76	7,824	6,806	600	293	249	140	22	1,864	17	407
52	Nicholasville.....	91	59	6,728	6,016	530	235	210	99	17	1,504	8	175
53	Remainder of County.....	27	17	1,096	790	70	58	39	41	5	360	9	232
54	Johnson County.....	182	82	10,982	9,218	805	417	355	188	63	2,830	21	355
55	Paintsville.....	115	75	9,454	8,730	771	384	334	118	17	1,798	19	(D)
56	Remainder of County.....	67	7	1,528	488	34	33	21	70	46	1,032	2	(D)
57	Kenton County.....	1,100	764	106,325	99,183	11,155	4,526	3,601	1,154	324	32,570	285	12,235
58	Covington.....	792	572	78,470	74,082	8,377	3,358	2,626	828	235	22,979	190	7,402
59	Elmore.....	18	10	2,120	1,954	177	75	47	19	10	1,563	6	(D)
60	Erlanger.....	63	47	9,690	9,496	976	370	332	56	10	2,533	15	1,065
61	Ludlow.....	67	39	6,200	5,428	613	210	171	77	24	2,587	21	484
62	Park Hills.....	7	5	797	(D)	170	69	62	8	...	(D)	3	(D)
63	South Fort Mitchell.....	32	16	1,713	1,249	168	77	63	35	9	431	9	627
64	Remainder of County.....	121	75	7,245	(D)	674	367	300	131	36	(D)	41	1,870
65	Knott County.....	94	24	2,294	1,018	90	52	46	101	46	872	7	74

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
27	759	7	200	3	152	6	1,176	7	283	9	517	2	(D)	9	(D)	1	
13	336	5	(D)	3	152	5	(D)	3	173	3	(D)	1	(D)	1	(D)	2	
14	423	2	(D)	1	(D)	4	110	6	(D)	1	(D)	8	45	3	
36	19,045	92	12,619	62	6,308	48	19,245	100	7,693	60	10,771	32	4,689	192	14,669	53	2,397	4	
29	18,809	91	(D)	55	5,538	44	18,994	83	6,519	55	10,296	29	4,362	180	(D)	43	2,313	5	
7	236	1	(D)	7	770	4	251	17	1,174	5	475	3	327	12	(D)	10	84	6	
9	427	4	198	5	263	10	2,140	9	412	6	431	2	(D)	19	878	2	(D)	7	
52	3,120	14	668	16	808	16	3,452	33	1,426	16	1,419	7	365	28	634	6	72	8	
5	531	8	466	5	383	10	2,416	8	510	4	784	3	217	10	(D)	2	(D)	9	
47	2,589	6	202	11	425	6	1,036	25	916	12	635	4	148	18	(D)	4	(D)	10	
11	1,786	23	1,730	15	1,470	14	4,264	34	1,959	15	3,446	7	887	44	2,705	5	105	11	
10	(D)	23	1,730	15	1,470	13	(D)	31	1,821	14	(D)	7	887	35	2,121	5	105	12	
1	(D)	1	(D)	3	138	1	(D)	9	584	13	
14	971	13	505	8	432	14	2,350	25	967	14	1,071	6	371	23	1,271	9	140	14	
6	533	13	505	4	(D)	10	1,911	15	540	7	443	4	(D)	14	865	5	(D)	15	
8	438	4	(D)	4	439	10	427	7	628	2	(D)	9	406	4	(D)	16	
4	185	1	(D)	5	142	4	1,452	3	117	5	357	2	(D)	6	309	17	
11	556	7	231	9	154	7	1,600	13	452	8	917	2	(D)	7	35	2	(D)	18	
13	520	4	183	5	212	7	2,027	12	469	7	570	3	146	11	176	19	
24	3,742	22	1,645	13	849	16	4,315	30	1,285	26	3,202	4	641	33	1,444	19	236	20	
11	3,104	21	(D)	11	(D)	14	(D)	19	920	19	2,565	4	641	26	1,340	17	(D)	21	
13	638	1	(D)	2	(D)	2	(D)	11	365	7	637	7	104	2	(D)	22	
28	1,282	6	470	5	335	10	1,445	17	717	12	1,574	4	284	6	745	6	64	23	
28	1,036	2	(D)	2	(D)	8	1,051	8	357	9	418	2	(D)	19	463	2	(D)	24	
24	997	1	(D)	6	397	7	732	17	596	8	689	7	305	14	(D)	25	
3	125	1	(D)	2	(D)	3	546	8	194	1	(D)	2	(D)	2	(D)	26	
24	2,396	14	761	13	1,438	26	11,286	49	3,812	21	2,441	9	789	37	1,915	9	659	27	
6	1,755	13	(D)	7	(D)	17	7,184	16	1,128	9	1,401	4	531	19	1,507	5	(D)	28	
18	641	1	(D)	6	(D)	9	4,102	33	2,684	12	1,040	5	258	18	408	4	(D)	29	
42	6,628	24	1,799	21	1,631	26	6,892	30	1,548	9	1,031	8	716	27	(D)	1	(D)	30	
7	367	10	(D)	8	631	8	1,088	9	531	2	(D)	2	(D)	11	553	1	(D)	31	
5	1,816	13	1,042	5	633	14	5,681	6	255	3	474	4	460	12	614	32	
30	4,445	1	(D)	8	367	4	123	15	762	4	(D)	2	(D)	4	(D)	33	
10	837	10	554	5	496	13	2,825	18	713	9	1,200	4	280	26	(D)	2	(D)	34	
3	535	10	554	4	(D)	13	2,825	15	642	9	1,200	4	280	23	1,373	2	(D)	35	
7	302	1	(D)	3	71	3	(D)	36	
20	679	5	263	4	(D)	7	979	18	719	15	1,401	5	267	15	(D)	37	
12	1,602	22	1,431	21	(D)	21	5,265	45	2,080	33	6,418	9	574	48	2,885	1	(D)	38	
9	1,404	22	1,431	19	1,203	21	5,265	35	1,688	30	5,722	9	574	41	2,413	39	
3	198	2	(D)	10	392	3	696	7	472	1	(D)	40	
19	1,043	5	(D)	4	(D)	5	752	16	474	10	1,167	8	305	23	677	41	
2	(D)	4	150	3	36	3	(D)	7	207	8	677	2	(D)	4	443	42	
26	3,320	15	782	15	1,373	32	6,461	47	2,234	19	2,986	5	478	29	928	14	327	43	
1	(D)	4	133	5	45	44	
9	2,208	13	(D)	10	(D)	24	5,161	21	1,295	11	2,062	3	(D)	13	715	13	(D)	45	
16	(D)	2	(D)	5	(D)	8	1,300	22	806	8	924	2	(D)	11	168	1	(D)	46	
31	664	1	(D)	5	225	3	(D)	6	175	7	601	1	(D)	16	317	47	
162	78,933	322	41,796	189	29,676	172	123,630	422	32,264	220	35,970	214	26,589	648	49,351	243	13,064	48	
145	75,013	298	39,688	171	27,735	149	107,838	324	24,487	181	27,749	188	23,764	579	44,813	211	12,430	49	
17	3,920	24	2,108	18	1,941	23	15,792	98	7,777	39	8,221	26	2,825	69	4,538	32	634	50	
14	584	4	(D)	3	150	6	1,611	18	791	15	959	3	(D)	16	1,138	51	
10	473	4	(D)	3	150	6	1,611	12	534	12	(D)	3	189	16	1,138	52	
4	111	6	257	3	(D)	...	(D)	53	
10	1,336	17	833	7	415	8	2,505	19	833	6	1,035	4	164	17	586	10	90	54	
5	1,133	17	833	7	415	8	2,505	12	620	6	1,035	4	164	12	520	8	(D)	55	
5	203	7	213	5	66	2	(D)	56	
29	8,435	45	3,471	40	5,320	46	16,061	64	5,111	49	8,635	43	3,781	118	9,441	57	1,265	57	
19	7,747	40	3,234	30	4,478	36	13,851	41	3,193	34	5,268	36	2,885	89	6,485	42	948	58	
...	...	1	(D)	1	(D)	59	
1	(D)	3	(D)	5	642	2	(D)	10	919	6	2,709	2	(D)	7	124	2	(D)	60	
3	38	1	(D)	1	(D)	1	(D)	3	221	3	145	3	188	3	(D)	4	191	61	
...	1	(D)	2	(D)	62	
2	(D)	3	232	1	(D)	6	276	2	(D)	63	
4	435	4	(D)	6	623	6	(D)	5	(D)	1	(D)	13	(D)	5	68	64	
15	567	1	(D)	2	(D)	2	(D)	13	354	2	(D)	6	41	65	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Knox County.....	194	70	7,928	5,596	437	258	209	200	66	2,277	16	254
2	Barbourville.....	90	50	5,254	4,280	372	215	179	89	17	1,284	11	163
3	Corbin (part) ¹	22	8	716	450	27	18	13	22	9	325	3	(0)
4	Remainder of County.....	82	12	1,958	866	38	25	17	89	40	668	2	(0)
5	Larue County.....	80	50	5,460	4,784	335	183	140	87	22	1,222	9	157
6	Laurel County.....	234	114	12,306	10,252	906	506	455	258	69	3,240	24	698
7	London.....	171	95	10,281	8,905	794	422	377	176	41	2,365	18	427
8	Remainder of County.....	63	19	2,025	1,347	112	84	78	82	28	855	6	271
9	Lawrence County.....	99	53	5,171	4,269	317	175	155	105	23	700	7	158
10	Lee County.....	78	26	2,869	2,057	111	73	63	96	25	607	2	(0)
11	Leslie County.....	61	23	2,266	1,638	129	81	66	63	25	712	2	(0)
12	Letcher County.....	250	112	12,591	9,957	835	371	305	264	84	3,478	20	381
13	Jenkins.....	26	18	1,861	1,693	137	62	54	28	4	286	6	148
14	Remainder of County.....	224	94	10,730	8,264	698	309	251	236	80	3,192	14	233
15	Lewis County.....	72	34	4,807	3,961	249	117	101	92	24	1,191	5	176
16	Lincoln County.....	172	64	7,900	5,930	509	254	213	180	56	1,820	10	215
17	Livingston County.....	89	33	2,647	1,535	113	60	51	116	26	804	7	115
18	Logan County.....	199	137	14,346	13,180	1,047	531	437	227	63	3,563	17	358
19	Russellville.....	125	83	10,816	10,006	847	409	343	146	38	2,197	6	127
20	Remainder of County.....	74	54	3,530	3,084	200	122	94	81	25	1,366	11	231
21	Lyon County.....	57	27	2,332	1,776	126	74	62	66	15	641	8	67
22	McCracken County.....	688	472	69,441	65,177	7,687	2,880	2,485	765	193	16,854	140	5,645
23	Paducah.....	584	404	61,865	58,247	7,135	2,630	2,278	633	156	12,866	121	4,820
24	Remainder of County.....	104	68	7,576	6,930	552	250	207	132	37	3,968	19	825
25	McCreary County.....	104	34	5,389	3,627	270	116	106	105	42	1,477	5	134
26	McLean County.....	108	44	4,499	3,079	185	101	78	119	33	964	4	97
27	Madison County.....	308	188	22,516	20,162	2,021	972	815	365	64	4,453	38	1,109
28	Berea.....	74	44	4,431	3,843	328	155	133	81	14	556	7	(0)
29	Richmond.....	184	126	15,965	14,925	1,596	759	635	218	31	3,385	29	807
30	Remainder of County.....	50	18	2,120	1,324	97	58	47	66	19	512	2	(0)
31	Magoffin County.....	41	23	1,949	1,557	110	56	51	46	7	88	2	(0)
32	Marion County.....	140	96	10,745	9,889	719	350	278	165	33	2,483	17	533
33	Lebanon.....	98	74	9,289	8,761	643	294	236	116	21	2,072	12	426
34	Remainder of County.....	42	22	1,456	1,128	76	56	42	49	12	411	5	107
35	Marshall County.....	175	99	10,742	8,748	601	281	244	206	75	3,256	16	382
36	Martin County.....	51	15	1,739	1,121	56	34	29	49	22	324	8	58
37	Mason County.....	208	146	17,937	16,645	1,743	810	705	236	47	4,188	47	1,665
38	Maysville.....	170	120	16,472	15,376	1,668	766	666	193	36	3,808	40	1,479
39	Remainder of County.....	38	26	1,465	1,269	75	44	39	43	11	380	7	186
40	Meade County.....	94	56	7,477	6,517	453	198	178	119	22	1,104	13	668
41	Menifee County.....	16	6	584	384	15	9	9	18	8	160	1	(0)
42	Mercer County.....	135	87	10,399	9,577	779	390	300	163	26	2,438	11	332
43	Harrodsburg.....	111	77	9,418	8,808	727	362	273	137	20	2,207	10	(0)
44	Remainder of County.....	24	10	981	769	52	28	27	26	6	231	1	(0)
45	Metcalfe County.....	57	25	2,626	1,992	107	83	59	68	22	528	1	(0)
46	Monroe County.....	106	50	7,257	5,703	414	263	198	129	21	1,018	6	(0)
47	Montgomery County.....	163	101	12,391	11,009	1,091	495	420	198	29	2,491	35	957
48	Mount Sterling.....	147	93	11,452	10,156	1,038	468	395	178	26	2,462	34	(0)
49	Remainder of County.....	16	8	939	853	53	27	25	20	3	29	1	(0)
50	Morgan County.....	83	27	4,309	3,245	277	129	119	92	32	1,070	3	127
51	Muhlenberg County.....	270	166	16,766	14,646	1,314	690	546	296	104	4,905	23	482
52	Central City.....	98	74	7,906	7,310	647	339	244	123	30	2,003	9	241
53	Greenville.....	78	52	6,235	5,529	539	257	228	78	21	1,545	4	84
54	Remainder of County.....	94	40	2,625	1,807	128	94	74	95	53	1,357	10	157
55	Nelson County.....	170	108	13,111	11,851	1,044	438	348	191	34	2,750	31	630
56	Bardstown.....	90	68	9,832	9,482	909	370	293	92	13	2,073	22	472
57	Remainder of County.....	80	40	3,279	2,369	135	68	55	99	21	677	9	158
58	Nicholas County.....	65	41	3,358	2,924	258	135	121	77	16	1,094	7	132
59	Ohio County.....	176	68	7,221	4,829	440	213	184	192	91	2,802	8	141
60	Oldham County.....	90	56	6,234	5,716	432	212	184	109	25	1,587	10	213
61	Owen County.....	67	37	4,124	3,454	267	127	106	80	16	1,013	8	150

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

¹Corbin is in Knox and Whitley counties.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
26	1,059	9	437	12	389	8	1,259	28	1,170	6	633	2	(D)	20	344	1	(D)	1	
6	526	9	437	4	347	7	(D)	13	561	6	633	2	(D)	14	261	1	(D)	2	
3	70	5	214	2	(D)	3	
17	463	8	42	1	(D)	10	395	4	(D)	4	
7	473	3	193	4	298	7	1,129	7	444	5	746	3	165	13	633	5	
18	861	9	401	10	498	18	2,160	19	1,568	12	1,351	3	316	42	1,004	10	209	6	
10	617	9	401	10	(D)	18	2,160	12	1,194	10	(D)	3	316	32	911	8	(D)	7	
8	244	(D)	7	374	2	(D)	10	93	2	(D)	8	
17	894	2	(D)	6	224	8	1,290	15	489	9	943	3	140	9	(D)	9	
20	385	1	(D)	4	30	6	1,180	8	203	3	192	2	(D)	7	101	10	
21	690	1	(D)	1	(D)	4	454	2	(D)	2	(D)	3	22	11	
40	2,823	9	(D)	11	567	16	2,278	31	1,176	10	398	3	223	24	516	2	(D)	12	
4	538	2	(D)	5	529	2	(D)	1	(D)	1	(D)	1	(D)	13	
36	2,285	7	(D)	11	567	11	1,749	29	(D)	9	(D)	2	(D)	23	(D)	2	(D)	14	
8	440	3	301	5	332	6	1,334	1	(D)	6	508	2	(D)	10	350	2	(D)	15	
29	1,066	4	195	2	(D)	11	2,006	21	755	9	719	2	(D)	26	805	2	(D)	16	
12	325	1	(D)	3	67	4	292	9	200	6	299	3	28	16	476	2	(D)	17	
11	957	11	778	11	852	13	2,590	23	1,548	21	2,010	6	425	23	1,265	18	
5	518	9	(D)	8	716	12	(D)	14	1,161	16	1,603	3	261	14	921	19	
6	439	2	(D)	3	136	1	(D)	9	387	5	407	3	164	9	344	20	
3	206	3	(D)	2	(D)	11	338	3	254	3	108	5	105	4	42	21	
16	8,644	38	4,379	34	2,754	46	13,187	70	5,009	22	3,053	28	2,848	81	6,534	20	534	22	
10	8,460	38	4,379	29	2,696	39	12,540	50	3,928	21	(D)	27	(D)	75	5,869	18	(D)	23	
6	184	5	58	7	647	20	1,081	1	(D)	1	(D)	6	665	2	(D)	24	
20	887	1	(D)	4	146	10	2,109	13	335	4	146	1	(D)	1	(D)	3	(D)	25	
12	726	1	(D)	2	(D)	4	805	21	514	14	692	3	109	8	294	6	106	26	
30	2,069	19	1,151	16	891	23	4,337	34	1,940	22	1,890	8	1,987	45	2,221	9	468	27	
8	227	5	187	4	185	8	(D)	11	575	5	(D)	2	(D)	7	365	3	52	28	
11	1,467	14	964	8	676	13	2,261	17	1,119	15	1,464	6	(D)	35	1,677	5	(D)	29	
11	375	4	30	2	(D)	6	246	2	(D)	3	179	1	(D)	30	
12	926	2	(D)	2	(D)	4	233	5	171	1	(D)	5	182	1	(D)	31	
17	1,039	5	252	7	425	12	1,853	9	422	14	1,434	3	194	19	2,060	4	50	32	
6	641	5	252	7	425	11	(D)	5	327	12	(D)	3	194	12	1,770	4	50	33	
11	398	1	(D)	4	95	2	(D)	7	290	34	
9	468	2	(D)	13	811	13	2,982	25	899	5	926	5	179	11	488	1	(D)	35	
8	453	4	187	2	(D)	5	208	1	(D)	1	(D)	36	
11	2,925	18	1,288	9	785	13	3,087	15	632	12	902	6	592	30	1,873	37	
6	2,754	18	1,288	7	(D)	12	(D)	10	484	9	708	6	592	26	(D)	38	
5	171	2	(D)	1	(D)	5	148	3	194	4	(D)	39	
18	1,111	1	(D)	1	(D)	6	1,923	9	537	7	1,137	2	(D)	13	864	2	(D)	40	
4	215	1	(D)	1	(D)	1	(D)	41	
13	825	10	471	8	529	10	2,448	18	794	13	1,448	4	352	15	646	7	116	42	
8	674	10	471	8	529	10	2,448	17	(D)	10	(D)	4	352	9	570	5	(D)	43	
5	151	1	(D)	3	(D)	6	76	2	(D)	44	
8	332	3	85	1	(D)	3	504	3	98	3	432	1	(D)	12	482	45	
19	1,321	6	413	2	(D)	8	1,427	12	595	10	843	5	235	17	649	46	
10	1,163	9	666	13	503	24	2,663	15	795	7	1,564	3	375	18	1,214	47	
10	1,163	9	666	11	(D)	18	2,363	13	(D)	6	(D)	3	375	17	(D)	48	
...	2	(D)	6	300	2	(D)	1	(D)	1	(D)	49	
18	526	2	(D)	3	123	10	2,013	2	(D)	5	158	1	(D)	7	59	50	
29	2,375	11	647	14	774	14	3,708	30	1,256	15	1,385	6	383	21	733	3	118	51	
7	1,206	6	(D)	9	454	6	1,833	12	609	6	(D)	5	(D)	8	488	...	(D)	52	
6	514	5	(D)	5	320	7	(D)	10	435	7	906	1	(D)	10	188	2	(D)	53	
16	655	1	(D)	8	212	2	(D)	3	57	1	(D)	54	
20	1,690	4	349	6	425	13	2,819	22	862	7	1,970	3	276	26	1,386	4	14	55	
6	792	3	(D)	5	(D)	8	2,459	11	526	4	1,564	2	(D)	14	997	2	(D)	56	
14	898	1	(D)	1	(D)	5	360	11	336	3	346	1	(D)	12	389	2	(D)	57	
5	212	2	(D)	5	202	5	534	8	212	4	380	3	143	8	365	2	(D)	58	
16	563	5	231	2	(D)	8	1,302	19	586	10	942	6	318	9	256	2	(D)	59	
5	301	2	(D)	4	140	10	2,210	15	405	10	694	2	(D)	7	411	60	
11	614	6	163	3	130	5	897	7	167	4	(D)	2	(D)	4	199	1	(D)	61	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Owsley County.....	54	8	804	266	12	10	9	53	32	367	4	40
2	Pendleton County.....	92	56	5,080	4,442	373	200	161	102	32	1,379	8	244
3	Perry County.....	328	134	19,778	16,004	1,578	631	569	341	121	4,981	54	1,127
4	Hazard.....	125	89	11,869	10,943	1,187	465	421	120	34	3,020	19	496
5	Remainder of County.....	203	45	7,909	5,061	391	166	148	221	87	1,961	35	631
6	Pike County.....	555	221	27,211	21,621	2,026	900	763	564	255	7,614	51	1,122
7	Pikeville.....	157	101	14,535	13,533	1,426	634	522	149	47	2,924	19	550
8	Remainder of County.....	398	120	12,676	8,088	600	266	241	415	208	4,690	32	572
9	Powell County.....	52	12	1,572	726	61	31	27	61	15	207	6	189
10	Pulaski County.....	311	159	18,214	15,616	1,500	869	737	345	102	4,418	30	1,018
11	Somerset.....	176	118	13,986	13,008	1,354	753	631	189	43	3,300	21	684
12	Remainder of County.....	135	41	4,228	2,608	196	115	106	156	59	1,118	9	334
13	Robertson County.....	20	6	507	217	13	10	6	18	9	275	1	(0)
14	Rockcastle County.....	125	53	3,907	2,599	168	144	107	139	32	916	13	216
15	Rowan County.....	132	74	7,604	6,572	520	270	248	156	34	1,330	14	416
16	Morehead.....	103	63	6,623	5,875	452	242	221	122	24	1,242	11	349
17	Remainder of County.....	29	11	981	697	68	28	27	34	10	88	3	69
18	Russell County.....	103	43	3,744	2,576	131	100	69	122	30	1,096	4	104
19	Scott County.....	140	88	9,532	8,536	780	390	325	159	47	3,050	22	537
20	Georgetown.....	104	74	8,449	7,877	724	356	292	119	32	2,637	15	397
21	Remainder of County.....	36	14	1,083	659	56	34	33	40	15	413	7	140
22	Shelby County.....	152	102	14,964	13,796	1,269	544	453	168	33	2,805	14	671
23	Shelbyville.....	113	81	12,683	11,925	1,165	490	404	117	23	2,320	11	(D)
24	Remainder of County.....	39	21	2,281	1,871	104	54	49	51	10	465	3	(0)
25	Simpson County.....	122	72	9,865	9,095	837	464	363	123	27	1,716	14	389
26	Franklin.....	115	67	9,266	(D)	785	435	335	115	24	(D)	13	(D)
27	Remainder of County.....	7	5	599	(D)	52	29	28	8	3	(0)	1	(0)
28	Spencer County.....	33	23	3,254	2,968	278	141	104	35	9	655	4	100
29	Taylor County.....	129	89	9,807	9,085	719	388	284	162	34	2,254	14	312
30	Campbellsville.....	112	80	9,140	8,514	654	349	254	141	27	2,117	13	(D)
31	Remainder of County.....	17	9	667	571	65	39	30	21	7	137	1	(0)
32	Todd County.....	111	69	6,430	5,712	418	249	199	129	39	1,553	10	268
33	Trigg County.....	76	42	4,417	3,569	263	140	122	76	25	1,158	4	160
34	Trimble County.....	36	24	1,800	1,516	91	53	44	41	7	389	7	126
35	Union County.....	190	136	12,578	11,360	1,102	507	432	207	43	3,096	29	663
36	Morganfield.....	72	60	6,580	6,388	628	253	224	82	11	1,023	12	321
37	Remainder of County.....	118	76	5,998	4,972	474	249	208	125	32	2,073	17	342
38	Warren County.....	429	293	38,230	35,230	3,507	1,722	1,466	478	115	8,151	64	2,349
39	Bowling Green.....	336	250	33,147	31,083	3,226	1,595	1,341	380	77	7,019	54	1,856
40	Remainder of County.....	93	43	5,083	4,147	281	127	125	98	38	1,132	14	493
41	Washington County.....	106	62	6,564	5,750	517	245	219	138	28	1,772	7	221
42	Wayne County.....	97	43	4,191	3,307	207	122	103	118	12	590	7	133
43	Monticello.....	75	41	3,853	(D)	(D)	(D)	(D)	(D)	6	454	7	(D)
44	Remainder of County.....	22	2	338	(0)	(0)	(0)	(0)	(0)	6	56	...	(0)
45	Webster County.....	178	90	8,883	6,771	546	291	251	202	55	2,117	17	307
46	Providence.....	69	33	4,284	3,318	301	138	118	79	21	687	3	69
47	Remainder of County.....	109	57	4,599	3,453	245	153	133	123	34	1,430	14	238
48	Whitley County.....	282	168	17,679	15,743	1,281	655	560	294	84	4,582	29	800
49	Corbin (part).....	141	101	10,853	10,085	901	436	384	145	33	2,314	16	511
50	Williamsburg.....	70	44	4,468	4,090	252	138	110	74	18	1,568	4	72
51	Remainder of County.....	71	23	2,358	1,568	128	81	66	75	33	700	9	217
52	Wolfe County.....	48	14	1,203	651	33	28	24	57	17	238	1	(0)
53	Woodford County.....	112	76	7,843	7,135	531	249	200	132	31	2,267	15	350
54	Versailles.....	85	53	6,192	5,584	432	203	164	98	23	1,801	13	(D)
55	Remainder of County.....	27	23	1,651	1,551	99	46	36	34	8	466	2	(0)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹Corbin is in Knox and Whitley counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
7	148	2	(0)	3	65	2	(0)	4	32	1
10	520	3	141	4	79	6	858	8	372	6	613	3	173	8	679	4	22	2
51	4,450	14	1,015	8	645	15	3,988	23	964	4	561	4	(D)	33	1,576	1	(D)	3
8	1,011	12	(D)	8	645	10	3,316	9	535	4	561	3	411	17	838	1	(D)	4
43	3,448	2	(D)	5	672	14	429	1	(D)	16	738	5
69	4,616	18	1,618	24	1,308	21	5,844	59	2,170	15	1,408	6	(D)	33	945	4	(D)	6
11	1,722	17	(D)	16	893	13	4,984	7	394	7	710	5	406	13	371	2	(D)	7
58	2,894	1	(D)	8	415	8	860	52	1,776	8	698	1	(D)	20	574	2	(D)	8
9	596	2	(D)	1	(D)	10	248	3	28	2	(D)	4	(D)	9
31	1,972	16	1,431	14	1,409	17	3,167	31	1,765	15	1,189	7	632	32	1,024	16	189	10
13	1,530	15	(D)	12	(D)	13	2,626	14	1,013	11	937	5	(D)	21	543	8	81	11
18	442	1	(D)	2	(D)	4	541	17	752	4	252	2	(D)	11	481	8	108	12
3	64	3	113	2	(D)	2	(D)	13
31	750	5	151	1	(D)	3	189	16	776	5	352	4	125	11	(D)	4	32	14
10	771	6	336	12	588	12	2,028	17	577	11	913	3	233	8	(D)	5	(D)	15
7	583	6	336	12	588	11	(D)	13	462	8	(D)	3	233	6	161	2	(D)	16
3	188	1	(D)	4	115	3	(D)	2	(D)	3	(D)	17
12	474	3	155	5	203	9	564	16	487	9	332	3	178	12	151	18
5	501	10	349	10	475	8	1,782	15	681	9	816	3	337	11	1,004	19
4	(D)	10	349	9	(D)	6	(D)	7	547	8	(D)	3	337	10	(D)	20
1	(D)	1	(D)	2	(D)	8	134	1	(D)	1	(D)	21
14	1,203	6	490	8	(D)	13	3,878	17	932	18	1,956	2	(D)	21	2,046	6	46	22
8	928	6	490	6	693	12	(D)	9	672	14	(D)	2	(D)	16	1,836	6	46	23
6	275	2	(D)	1	(D)	8	260	4	(D)	5	210	24
5	347	6	1,231	3	103	9	1,039	18	642	12	958	1	(D)	25	2,462	2	(D)	25
5	347	6	1,231	3	103	8	(D)	16	(D)	12	958	1	(D)	25	2,462	2	(D)	26
...	1	(D)	2	(D)	27
7	256	1	(D)	1	(D)	4	1,061	3	(D)	1	(D)	3	(D)	28
9	745	11	720	5	650	8	1,753	15	(D)	15	1,750	3	221	14	607	1	(D)	29
7	(D)	10	(D)	5	650	8	1,753	14	734	10	1,485	3	221	14	607	1	(D)	30
2	(D)	1	(D)	1	(D)	5	265	31
13	758	3	98	5	364	4	717	12	474	12	859	4	267	8	(D)	1	(D)	32
7	387	1	(D)	3	201	9	1,082	12	405	5	486	2	(D)	8	295	33
3	(D)	1	(D)	9	325	6	436	1	(D)	2	(D)	34
13	596	7	344	13	695	12	2,589	25	834	16	1,959	7	384	23	(D)	2	(D)	35
3	118	4	256	6	284	5	1,892	8	323	7	1,479	3	195	11	(D)	2	(D)	36
10	478	3	88	7	411	7	657	17	511	9	480	4	189	12	769	37
18	3,473	25	2,700	16	1,494	32	7,069	49	3,098	28	3,866	12	1,263	58	4,669	8	98	38
10	3,242	25	2,700	16	1,494	28	(D)	41	2,612	23	3,493	11	(D)	45	3,504	6	(D)	39
8	231	4	(D)	8	486	5	373	1	(D)	13	1,165	2	(D)	40
18	767	7	388	3	(D)	9	1,124	9	350	11	934	3	189	11	(D)	41
24	547	5	257	3	117	12	1,064	6	255	4	424	5	264	17	(D)	2	(D)	42
13	404	5	257	3	117	12	1,064	6	255	3	(D)	5	264	13	464	2	(D)	43
11	143	1	(D)	4	(D)	44
21	1,273	7	(D)	8	422	9	1,615	28	1,044	11	1,105	8	222	12	593	2	(D)	45
6	430	6	169	4	300	8	(D)	7	318	2	(D)	4	130	8	461	46
15	843	1	(D)	4	122	1	(D)	21	726	9	(D)	4	92	4	132	2	(D)	47
22	1,950	22	1,328	9	812	20	4,547	33	1,502	15	809	6	428	35	775	7	146	48
6	1,079	12	600	7	(D)	15	3,434	15	892	10	570	3	180	18	438	6	(D)	49
9	674	7	277	1	(D)	5	1,113	7	222	4	(D)	2	(D)	12	137	1	(D)	50
7	197	3	451	1	(D)	11	388	1	(D)	1	(D)	5	200	51
14	613	3	63	1	(D)	1	(D)	1	(D)	1	(D)	7	90	2	(D)	52
6	299	5	194	6	195	5	1,334	9	655	15	1,279	4	254	16	1,016	53
4	(D)	4	(D)	6	195	4	(D)	8	(D)	9	917	3	(D)	11	582	54
2	(D)	1	(D)	1	(D)	1	(D)	6	362	1	(D)	5	434	55

KENTUCKY

(120 COUNTIES) NORWOOD
CINCINNATI
NEWPORT

COVINGTON 029



STANDARD METROPOLITAN AREAS

CODE

029 CINCINNATI, OHIO
062 HUNTINGTON, W. VA.
— ASHLAND, KY
076 LEXINGTON
082 LOUISVILLE

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS

U. S. DEPARTMENT OF COMMERCE

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Rm. 321, Post Office Bldg.

ATLANTA 23, GA.
Room 340
Peachtree and Seventh St. Bldg.

BOSTON 9, MASS.
Room 1416
U. S. Post Office & Courthouse

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PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade	Wholesale Trade	Selected Service Trades
<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins	<input type="checkbox"/> Census Volumes	<input type="checkbox"/> Census Volumes
<input type="checkbox"/> Census Volumes		
	<input type="checkbox"/> Public Merchandise Warehouses	
	<input type="checkbox"/> 1954 Census of Business—Puerto Rico	

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

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DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

**PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300**

1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-18

LOUISIANA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
LOUISIANA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	26,844	15,758	2,337,791	2,124,551	29,670	16,214	1,677,012	1,509,112
Food stores.....	7,989	2,817	494,190	388,244	11,567	3,586	363,247	264,833
Eating, drinking places.....	5,000	3,288	174,465	149,395	6,169	3,717	140,901	123,727
General merchandise group.....	1,637	1,109	295,628	283,936	1,799	1,145	256,287	245,614
Apparel, accessories stores.....	1,505	1,247	159,321	154,705	1,219	975	129,961	126,544
Furniture, home furnishings, appliance dealers.....	1,205	923	125,782	119,988	1,078	866	91,559	88,341
Automotive group.....	1,141	961	440,457	433,571	1,136	972	276,834	268,444
Gasoline service stations.....	2,544	1,876	161,923	146,413	2,320	1,632	79,487	70,481
Lumber, bldg. matls., hardware, farm equipment dealers..	1,254	1,006	188,764	183,330	1,180	976	148,330	143,996
Drug stores, proprietary stores.....	937	821	80,267	77,591	892	768	59,178	57,084
Other retail stores.....	2,681	1,513	158,149	139,359	2,260	1,538	122,690	112,403
Nonstore retailers.....	951	197	58,845	48,019	50	39	8,538	7,645

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	Parish and city	Total							Kind-of-business group					
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places		
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
1	Louisiana, total.....	26,844	15,758	2,337,791	2,124,551	237,920	107,792	95,385	26,972	7,989	494,190	5,000	174,465	
2	Acadia Parish.....	469	275	34,444	30,876	3,313	1,575	1,462	447	140	6,030	98	2,724	
3	Church Point.....	64	22	3,952	3,164	229	126	118	62	21	475	9	96	
4	Crowley.....	190	128	18,019	16,703	1,816	817	758	172	44	3,281	39	1,143	
5	Rayne.....	116	70	8,004	7,304	941	479	448	110	38	1,445	27	600	
6	Remainder of Parish.....	99	55	4,469	3,705	327	153	138	103	37	829	23	885	
7	Allen Parish.....	185	119	12,529	11,685	907	486	438	171	40	1,853	44	695	
8	Oakdale.....	86	58	5,937	5,651	510	271	243	85	26	1,353	16	301	
9	Remainder of Parish.....	99	61	6,592	6,034	397	215	195	86	14	500	28	394	
10	Ascension Parish.....	281	137	15,669	12,723	1,251	655	608	288	96	3,409	46	1,181	
11	Donaldsonville.....	114	66	8,179	7,371	792	382	359	118	28	1,261	16	466	
12	Remainder of Parish.....	167	71	7,490	5,352	459	273	249	170	68	2,148	30	715	
13	Assumption Parish.....	117	65	7,202	6,460	464	220	209	117	34	1,221	25	551	
14	Avoyelles Parish.....	389	161	18,835	15,011	1,317	628	566	395	141	3,534	62	1,074	
15	Bunkie.....	103	59	7,651	6,815	685	314	281	98	34	1,245	15	307	
16	Marksville.....	95	51	5,813	4,971	387	192	173	94	23	836	16	298	
17	Remainder of Parish.....	191	51	5,371	3,225	245	122	112	203	84	1,453	31	469	
18	Beauregard Parish.....	192	106	12,143	10,917	1,107	513	451	205	64	3,223	15	299	
19	De Ridder.....	138	88	9,973	9,261	994	444	397	142	40	1,944	13	(D)	
20	Remainder of Parish.....	54	18	2,170	1,656	113	69	54	63	24	1,279	2	(D)	
21	Bienville Parish.....	191	107	8,449	6,981	552	294	251	202	40	2,259	15	303	
22	Bossier Parish.....	318	204	28,378	25,550	2,328	1,036	954	329	97	8,603	68	2,541	
23	Bossier City.....	180	128	19,518	18,300	1,763	753	709	182	46	5,780	41	1,797	
24	Remainder of Parish.....	138	76	8,860	7,250	565	283	245	147	51	2,823	27	744	
25	Caddo Parish.....	1,864	1,284	217,922	207,122	24,533	10,386	9,371	1,790	468	49,471	287	12,699	
26	Shreveport.....	1,614	1,130	203,719	195,107	23,438	9,829	8,887	1,533	372	44,638	247	11,776	
27	Remainder of Parish.....	250	154	14,273	12,015	1,095	557	484	257	96	4,833	40	923	
28	Calcasieu Parish.....	1,037	685	104,644	98,000	11,203	4,707	4,206	992	273	20,619	198	7,573	
29	De Quincy.....	94	58	4,281	3,817	381	182	161	93	21	788	15	266	
30	Lake Charles.....	599	403	78,671	74,649	9,005	3,692	3,286	559	149	13,632	111	4,636	
31	Sulphur.....	136	72	9,058	7,902	685	281	268	131	36	2,360	26	512	
32	Vinton.....	43	29	2,565	2,231	182	76	70	43	18	781	2	(D)	
33	Remainder of Parish.....	165	123	10,069	9,401	950	476	421	166	49	3,058	44	(D)	
34	Caldwell Parish.....	93	47	4,720	3,838	358	167	145	91	34	1,017	13	275	
35	Cameron Parish.....	82	28	3,256	2,296	212	95	83	83	28	1,193	26	368	
36	Catahoula Parish.....	108	56	7,181	6,143	529	224	213	109	44	2,953	17	427	
37	Claiborne Parish.....	209	117	14,860	13,146	1,143	501	454	226	65	3,639	12	210	
38	Haynesville.....	78	42	5,547	4,883	402	181	176	87	26	1,571	1	(D)	
39	Homer.....	99	67	8,486	7,866	725	309	268	108	25	1,800	10	(D)	
40	Remainder of Parish.....	32	8	827	397	16	11	10	31	14	268	1	(D)	
41	Concordia Parish.....	119	85	9,323	8,639	752	437	401	121	35	1,883	17	713	
42	Ferryday.....	78	52	7,214	6,718	599	322	298	78	24	1,397	10	440	
43	Remainder of Parish.....	41	33	2,109	1,921	153	115	103	43	11	486	7	273	
44	De Soto Parish.....	198	104	14,333	11,641	1,030	468	388	201	66	3,193	7	197	
45	Mansfield.....	124	66	9,780	7,844	680	331	270	124	40	2,570	5	(D)	
46	Remainder of Parish.....	74	38	4,553	3,797	350	137	118	77	26	623	2	(D)	
47	East Baton Rouge Parish.....	1,455	1,061	197,760	188,710	21,735	10,182	9,280	1,360	347	38,780	241	12,064	
48	Baton Rouge.....	1,341	987	190,372	182,030	21,029	9,821	8,937	1,241	309	37,047	222	11,444	
49	Remainder of Parish.....	114	74	7,388	6,680	706	361	343	119	38	1,733	19	620	
50	East Carroll Parish.....	100	68	7,109	6,443	541	322	248	95	33	1,947	20	530	
51	Lake Providence.....	89	57	6,527	5,861	498	282	219	85	28	1,634	16	(D)	
52	Remainder of Parish.....	11	11	582	582	43	40	29	10	5	313	4	(D)	
53	East Feliciana Parish.....	109	57	5,040	4,000	295	151	139	118	42	1,166	13	338	
54	Jackson.....	25	13	1,773	1,547	126	56	53	28	6	388	7	139	
55	Remainder of Parish.....	84	44	3,267	2,453	169	95	86	90	36	778	6	199	
56	Evangeline Parish.....	312	118	13,122	10,000	884	448	389	345	91	2,105	53	799	
57	Ville Platte.....	179	71	9,099	7,425	662	317	282	196	60	1,413	25	324	
58	Remainder of Parish.....	133	47	4,023	2,575	222	131	107	149	31	692	28	475	
59	Franklin Parish.....	166	100	12,116	10,864	1,176	567	432	150	58	2,231	3	118	
60	Winnsboro.....	86	52	7,980	7,414	860	354	313	77	29	1,000	1	(D)	
61	Remainder of Parish.....	80	48	4,136	3,450	316	213	119	73	29	1,231	2	(D)	
62	Grant Parish.....	110	48	4,773	3,269	305	141	123	116	56	1,468	6	209	
63	Iberia Parish.....	535	303	36,531	31,537	3,296	1,609	1,493	554	186	7,653	88	2,384	
64	Jeanerette.....	111	65	5,952	5,222	431	230	203	123	37	1,033	19	390	
65	New Iberia.....	356	202	27,701	24,215	2,689	1,270	1,190	360	118	5,581	56	1,660	
66	Remainder of Parish.....	68	36	2,878	2,100	176	109	100	71	31	1,039	13	334	
67	Iberville Parish.....	268	130	13,849	11,465	940	470	433	254	98	3,724	52	1,058	
68	Plaquemine.....	134	70	7,038	5,908	488	258	234	125	51	1,890	27	635	
69	Remainder of Parish.....	134	60	6,811	5,557	452	212	199	129	47	1,834	25	423	

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	Parish and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Jackson Parish.....	122	70	21,076	20,024	811	373	332	110	46	2,342	12	200
2	Jonesboro.....	73	47	17,562	16,972	505	232	209	69	21	1,263	6	121
3	Remainder of Parish.....	49	23	3,514	3,052	306	141	123	41	25	1,079	6	75
4	Jefferson Parish.....	991	545	90,452	80,838	7,181	3,320	3,041	1,071	297	33,436	208	9,195
5	Gretna.....	171	97	20,537	18,521	1,605	602	542	180	48	4,763	25	929
6	Harahan.....	41	21	1,975	1,575	107	62	57	46	13	851	3	110
7	Kenner.....	65	39	5,496	5,074	547	266	229	68	16	1,814	17	1,453
8	Westwego.....	106	40	5,524	4,162	371	181	165	112	57	2,169	12	543
9	Remainder of Parish.....	608	348	56,920	51,506	4,551	2,209	2,048	665	163	23,839	151	6,130
10	Jefferson Davis Parish.....	303	189	23,133	21,157	2,020	918	832	306	93	4,791	44	1,018
11	Jennings.....	147	99	13,882	13,132	1,262	571	507	136	48	2,546	13	426
12	Lake Arthur.....	43	29	1,875	1,633	125	67	59	47	14	715	10	210
13	Remainder of Parish.....	113	61	7,376	6,392	633	280	266	123	31	1,530	21	382
14	Lafayette Parish.....	684	386	53,462	48,296	5,406	2,702	2,514	650	210	8,940	125	3,835
15	Lafayette.....	534	318	47,630	43,916	4,920	2,463	2,286	495	145	7,776	95	3,151
16	Remainder of Parish.....	150	68	5,832	4,380	486	239	228	155	65	1,164	30	685
17	Lafourche Parish.....	531	287	38,174	33,494	3,098	1,396	1,314	551	179	8,362	93	2,756
18	Thibodaux.....	197	109	19,576	17,592	1,688	783	717	203	65	4,014	37	1,243
19	Remainder of Parish.....	334	178	18,598	15,902	1,410	613	597	348	114	4,348	56	1,513
20	La Salle Parish.....	158	92	8,887	7,635	558	299	266	169	48	2,119	21	337
21	Lincoln Parish.....	219	129	18,308	16,566	1,375	680	593	225	71	3,840	18	485
22	Ruston.....	164	106	15,692	14,632	1,246	618	536	164	46	3,000	13	449
23	Remainder of Parish.....	55	23	2,616	1,934	129	62	57	61	25	840	5	36
24	Livingston Parish.....	222	82	10,573	7,895	671	256	241	237	76	3,014	41	691
25	Madison Parish.....	134	82	11,178	10,022	940	423	368	131	40	2,005	25	776
26	Tallulah.....	128	78	10,730	(D)	905	411	356	126	39	(D)	22	666
27	Remainder of Parish.....	6	4	448	(D)	35	12	12	5	1	(O)	3	110
28	Morehouse Parish.....	295	179	22,547	19,685	1,858	970	806	293	103	6,352	40	1,387
29	Bastrop.....	212	136	19,033	17,043	1,687	862	737	206	74	5,147	34	1,197
30	Remainder of Parish.....	83	43	3,544	2,642	171	108	69	87	29	1,205	6	190
31	Natchitoches Parish.....	288	142	16,785	13,981	1,324	667	594	302	112	3,614	22	735
32	Natchitoches.....	153	95	12,252	11,160	1,084	528	465	160	49	2,131	10	351
33	Remainder of Parish.....	135	47	4,533	2,821	240	139	129	142	63	1,483	12	344
34	Orleans Parish (coextensive with New Orleans city).....	6,100	3,632	665,047	619,611	83,760	36,700	31,204	6,199	1,626	116,827	1,592	67,161
35	Ouachita Parish.....	934	614	85,764	80,236	9,170	3,939	3,555	888	244	17,647	164	5,219
36	Monroe.....	651	461	69,801	66,591	7,855	3,314	2,989	586	154	11,248	115	3,913
37	West Monroe.....	211	111	13,062	11,478	1,185	541	493	228	65	5,357	31	622
38	Remainder of Parish.....	72	42	2,901	2,167	130	84	73	74	25	1,042	18	684
39	Plaquemines Parish.....	134	80	8,021	6,709	451	260	238	151	43	3,194	39	868
40	Pointe Coupee Parish.....	207	89	8,056	6,472	599	306	281	200	101	2,401	33	837
41	New Roads.....	78	46	4,981	4,585	465	212	195	69	25	949	14	153
42	Remainder of Parish.....	129	43	3,075	1,887	134	94	86	131	76	1,452	19	684
43	Rapides Parish.....	848	550	73,441	67,283	7,462	3,318	2,988	831	238	14,776	158	4,156
44	Alexandria.....	547	377	57,063	53,461	6,218	2,712	2,445	531	131	8,328	110	2,960
45	Pineville.....	96	58	6,530	5,780	550	241	212	99	30	3,270	12	260
46	Remainder of Parish.....	205	115	9,848	8,042	694	365	331	201	77	3,178	36	936
47	Red River Parish.....	78	42	5,358	4,572	336	172	150	84	31	1,207	5	153
48	Richland Parish.....	213	131	14,722	12,818	1,224	537	486	219	63	3,434	21	463
49	Rayville.....	106	64	7,867	7,003	682	298	272	108	38	1,820	8	261
50	Remainder of Parish.....	107	67	6,855	5,815	542	239	214	111	25	1,614	13	202
51	Sabine Parish.....	165	85	9,400	7,900	620	303	274	167	68	2,553	14	167
52	St. Bernard Parish.....	139	45	7,024	5,056	510	385	382	151	33	2,792	46	1,098
53	St. Charles Parish.....	138	64	7,179	5,897	558	232	215	152	35	1,331	44	1,079
54	St. Helena Parish.....	49	13	1,635	899	39	28	28	52	22	426	2	(O)
55	St. James Parish.....	150	78	9,273	7,901	627	309	273	162	56	1,884	19	576
56	St. John The Baptist Parish.....	131	55	6,263	4,497	471	241	230	133	42	1,959	36	1,257
57	St. Landry Parish.....	753	385	48,339	42,229	4,997	2,426	2,267	776	257	8,231	136	3,694
58	Eunice.....	161	103	11,165	10,177	1,058	495	459	168	43	2,287	29	731
59	Opelousas.....	304	160	26,955	24,669	3,267	1,533	1,451	311	113	3,438	45	1,398
60	Remainder of Parish.....	288	122	10,219	7,383	672	398	357	297	101	2,506	62	1,565
61	St. Martin Parish.....	245	107	10,763	8,681	714	363	337	258	78	1,873	49	819
62	St. Martinville.....	102	42	4,575	3,765	270	141	138	109	35	815	19	304
63	Remainder of Parish.....	143	65	6,188	4,916	444	222	199	149	43	1,058	30	515
64	St. Mary Parish.....	387	247	27,725	24,395	2,287	1,108	969	405	140	8,201	70	2,262
65	Berwick.....	32	18	2,200	1,890	151	52	52	29	11	949	8	208
66	Franklin.....	137	79	9,677	8,287	799	394	341	154	48	2,396	25	748
67	Morgan City.....	136	98	11,819	10,535	1,041	488	419	138	46	2,985	25	811
68	Remainder of Parish.....	82	52	4,429	3,683	296	174	157	84	35	1,871	12	495

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
7	681	11	675	5	786	9	14,097	11	877	3	527	4	334	10	501	4	56	1
5	(D)	10	(D)	3	(D)	9	14,097	6	300	2	(D)	3	(D)	6	(D)	2	(D)	2
2	(D)	1	(D)	2	(D)	5	577	1	(D)	1	(D)	4	(D)	2	(D)	3
43	2,140	37	2,295	42	3,360	37	16,245	105	8,244	69	7,561	35	3,062	55	2,718	63	2,196	4
7	466	13	997	11	912	10	9,463	16	908	8	716	5	544	14	529	14	310	5
2	(D)	2	(D)	6	368	2	(D)	4	(D)	2	(D)	7	261	6
...	...	3	(D)	1	(D)	7	580	5	892	5	288	2	(D)	9	204	7
5	228	3	127	3	322	4	498	10	624	5	578	2	(D)	1	(D)	4	70	4
29	(D)	18	(D)	26	(D)	22	(D)	66	5,764	49	(D)	19	1,734	36	2,007	29	1,351	9
12	864	20	1,204	15	1,178	13	5,599	33	1,790	28	3,216	9	684	30	2,051	6	38	10
6	630	10	736	7	577	8	4,408	14	1,121	13	1,936	4	(D)	22	1,119	2	(D)	11
3	100	2	(D)	3	84	5	262	5	343	1	(D)	12
3	134	8	(D)	5	517	5	1,191	14	407	10	1,637	4	214	8	932	4	(D)	13
22	6,623	35	3,453	48	4,354	27	10,773	56	3,547	35	5,055	20	1,435	91	4,351	15	1,095	14
13	6,247	33	(D)	40	4,100	24	(D)	49	3,108	20	3,217	15	1,260	85	(D)	15	1,095	15
9	376	2	(D)	8	254	3	(D)	7	439	15	1,838	5	175	6	(D)	16
45	3,069	27	1,880	23	1,406	19	8,203	52	2,489	27	6,169	10	898	29	2,099	27	843	17
7	749	18	1,364	6	(D)	11	5,409	12	695	8	3,676	3	423	15	(D)	15	694	18
38	2,320	9	516	17	(D)	8	2,794	40	1,794	19	2,493	7	475	14	(D)	12	149	19
15	815	6	217	9	388	15	3,320	23	749	6	418	4	273	9	(D)	2	(D)	20
13	1,170	13	1,194	15	1,292	10	5,094	26	1,427	11	1,212	9	457	27	2,079	6	58	21
6	929	13	1,194	15	1,292	9	(D)	24	(D)	6	741	5	393	21	1,962	6	58	22
7	241	1	(D)	2	(D)	5	471	4	64	6	117	23
9	530	5	351	5	306	9	2,616	27	1,105	25	858	5	261	17	808	3	33	24
7	767	6	422	9	321	13	2,969	10	1,169	10	1,172	2	(D)	11	1,146	1	(D)	25
5	(D)	6	422	9	321	13	2,969	10	1,169	10	1,172	2	(D)	11	1,146	1	(D)	26
2	(D)	27
26	2,382	17	1,164	13	679	17	5,049	35	1,823	10	1,393	12	855	22	1,463	28
12	1,659	15	(D)	7	643	15	(D)	22	1,361	8	(D)	9	704	16	1,064	29
14	723	2	(D)	6	36	2	(D)	13	462	2	(D)	3	151	6	399	30
23	1,947	11	833	13	613	9	2,965	28	1,432	10	1,907	10	482	43	1,631	7	426	31
10	1,299	11	833	13	613	5	(D)	9	780	8	(D)	5	400	24	1,157	6	(D)	32
13	648	1	(D)	19	652	2	(D)	5	82	19	674	1	(D)	33
175	113,125	396	60,624	252	39,960	200	93,458	384	35,359	185	30,959	268	28,332	685	40,337	334	38,875	34
35	10,966	88	6,737	47	5,485	38	15,613	85	5,821	38	7,760	36	2,376	125	7,246	34	894	35
25	10,508	75	6,274	31	4,737	33	14,511	51	4,092	29	6,496	29	1,963	92	5,392	17	667	36
7	(D)	11	(D)	16	748	4	(D)	21	1,232	7	(D)	5	(D)	31	(D)	13	179	37
3	(D)	2	(D)	1	(D)	13	497	2	(D)	2	(D)	2	(D)	4	48	38
12	544	5	188	4	733	18	1,070	2	(D)	2	(D)	8	698	1	(D)	39
15	695	5	243	6	283	6	1,712	10	529	6	667	6	349	15	328	4	12	40
1	(D)	5	243	5	(D)	6	1,712	5	222	5	(D)	5	(D)	7	282	41
14	(D)	1	(D)	5	307	1	(D)	1	(D)	8	46	4	12	42
42	12,002	46	5,077	34	3,982	39	13,264	98	6,029	42	4,895	27	2,006	82	6,226	42	1,028	43
23	11,147	44	(D)	27	3,097	32	12,924	47	3,345	24	2,903	18	1,699	56	(D)	25	764	44
3	100	2	(D)	3	(D)	13	540	7	641	4	208	9	489	13	192	45
16	755	2	(D)	5	(D)	4	(D)	38	2,144	11	1,351	5	99	7	(D)	4	72	46
12	811	3	(D)	3	139	5	1,376	7	366	5	675	4	163	3	(D)	47
28	1,275	8	352	8	613	13	3,394	23	1,112	16	2,337	5	362	19	1,300	9	80	48
11	701	3	142	3	295	6	1,602	7	320	9	1,501	2	(D)	12	949	7	(D)	49
17	574	5	210	5	318	7	1,792	16	792	7	836	3	(D)	7	351	2	(D)	50
17	1,348	6	483	8	440	13	1,840	20	763	5	509	5	362	5	889	4	46	51
4	40	1	(D)	5	152	2	441	17	1,041	12	610	2	(D)	8	299	9	330	52
10	786	3	(D)	5	549	4	1,105	17	755	3	757	3	269	11	(D)	3	39	53
11	669	3	93	1	(D)	8	408	2	(D)	54
22	3,102	1	(D)	9	472	5	872	5	(D)	7	1,094	4	145	15	615	7	145	55
15	1,122	1	(D)	4	166	1	(D)	6	394	5	658	10	278	6	110	2	(D)	56
67	7,040	30	2,831	21	4,748	21	9,874	70	3,319	40	4,393	12	987	78	3,135	12	87	57
6	609	11	(D)	9	(D)	10	3,102	14	675	9	1,056	4	(D)	24	800	2	(D)	58
19	4,614	18	1,708	11	4,132	11	6,772	20	928	19	1,845	6	554	36	1,548	6	18	59
42	1,817	1	(D)	1	(D)	45	1,716	12	1,492	2	(D)	18	787	4	(D)	60
21	1,422	11	452	10	402	10	2,837	22	874	15	1,422	4	183	23	(D)	2	(D)	61
6	501	4	(D)	6	248	5	1,340	9	169	5	685	3	(D)	10	196	62
15	921	7	(D)	4	154	5	1,497	13	705	10	737	1	(D)	13	(D)	2	(D)	63
14	1,426	24	1,755	20	1,215	17	5,597	36	2,251	16	2,592	11	907	34	1,490	5	29	64
...	...	1	(D)	3	(D)	1	(D)	5	371	65
2	(D)	11	854	3	167	6	(D)	13	646	5	1,177	6	436	17	718	1	(D)	66
6	66	4	530	12	768	10	3,057	10	1,014	3	628	3	(D)	11	632	2	(D)	67
6	(D)	4	(D)	3	(D)	8	220	8	787	2	(D)	2	(D)	2	(D)	68

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales.

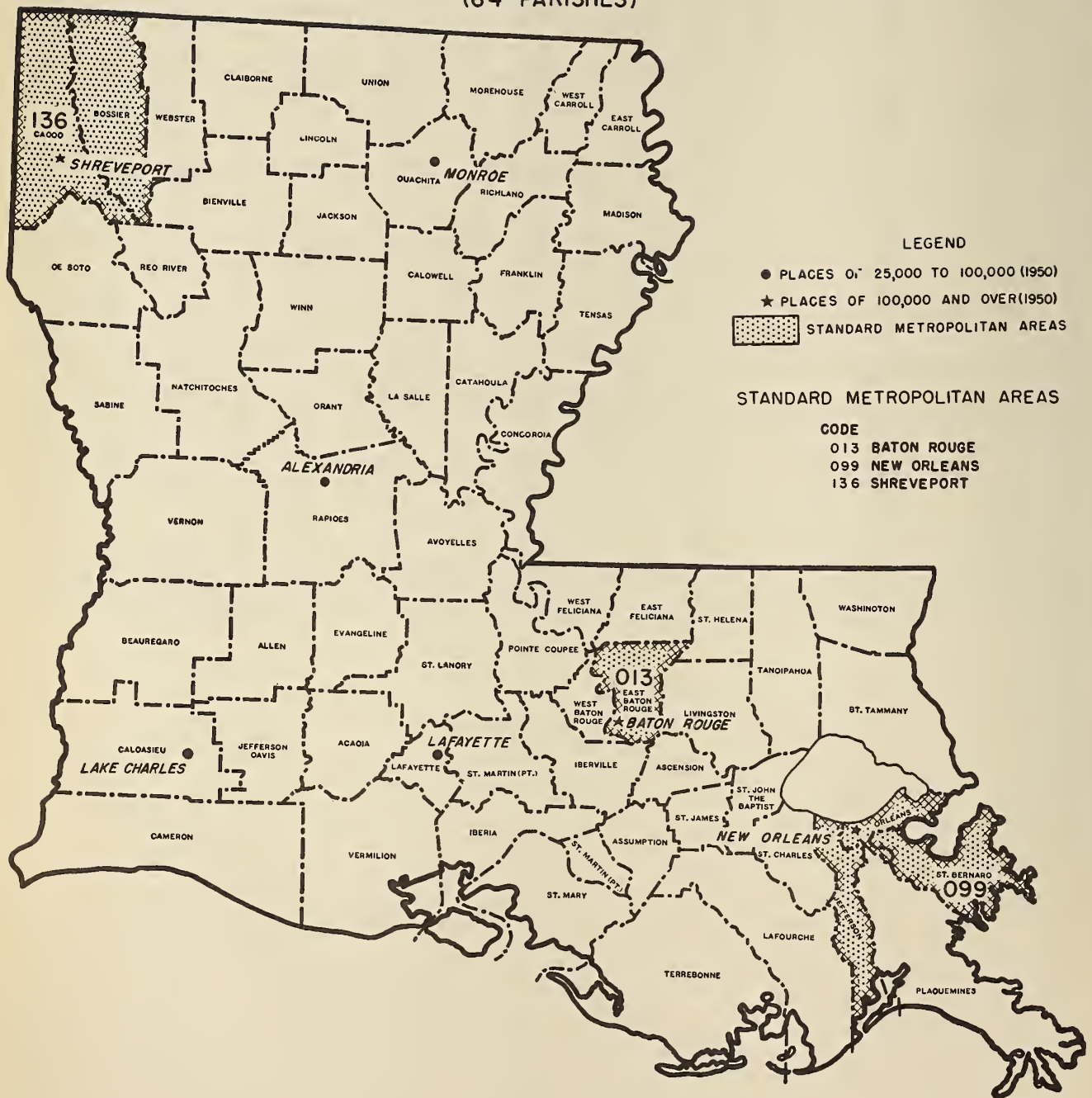
Line No.	Parish and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	St. Tammany Parish.....	317	169	19,071	16,179	1,559	732	638	319	92	3,942	60	2,261
2	Covington.....	93	57	7,961	7,549	681	312	282	95	21	1,203	14	271
3	Slidell.....	86	54	7,227	6,137	637	285	244	82	23	1,357	12	859
4	Remainder of Parish.....	138	58	3,683	2,493	241	135	112	142	48	1,382	34	1,131
5	Tangipahoa Parish.....	525	311	44,023	39,303	3,405	1,669	1,464	553	158	9,800	91	2,428
6	Amite City.....	78	50	9,655	9,085	793	369	318	88	25	2,281	12	298
7	Hammond.....	174	106	17,021	15,567	1,438	705	621	169	52	3,326	28	883
8	Ponchatoula.....	92	54	6,554	5,828	439	197	167	97	25	1,753	10	232
9	Remainder of Parish.....	181	101	10,793	8,823	735	398	358	199	56	2,440	41	1,055
10	Tensas Parish.....	94	52	6,157	5,429	421	201	190	89	30	1,050	16	299
11	Terrebonne Parish.....	444	268	37,269	33,591	3,530	1,543	1,384	417	145	9,012	83	2,352
12	Houma.....	310	190	29,104	26,614	2,949	1,265	1,111	284	96	6,669	59	1,618
13	Remainder of Parish.....	134	78	8,165	6,977	581	278	273	133	49	2,343	24	744
14	Union Parish.....	153	75	9,396	7,772	463	218	192	162	57	2,045	5	(D)
15	Vermillion Parish.....	487	247	24,537	20,101	1,908	987	907	479	181	5,151	80	1,263
16	Abbeville.....	204	108	11,725	9,927	975	474	423	208	69	2,419	37	542
17	Kaplan.....	122	54	6,748	5,432	504	261	249	117	59	1,517	13	179
18	Remainder of Parish.....	161	85	6,064	4,742	429	252	235	154	53	1,215	30	542
19	Vernon Parish.....	180	114	11,657	10,647	1,079	423	383	197	52	2,496	31	1,040
20	Leesville.....	118	86	9,339	8,935	939	349	314	137	24	1,620	27	937
21	Remainder of Parish.....	62	28	2,318	1,712	140	74	69	60	28	876	4	103
22	Washington Parish.....	365	213	26,624	23,942	2,335	1,113	987	363	114	6,616	38	1,168
23	Bogalusa.....	249	149	19,685	17,733	1,770	845	746	243	76	5,453	33	1,089
24	Remainder of Parish.....	116	64	6,939	6,249	565	268	241	120	38	1,163	5	79
25	Webster Parish.....	416	250	29,932	26,326	2,322	1,105	977	419	128	7,604	48	1,451
26	Minden.....	206	124	16,820	15,110	1,384	629	545	214	65	3,940	17	541
27	Springhill.....	90	62	8,218	7,422	630	293	256	83	16	1,907	8	145
28	Remainder of Parish.....	120	64	4,894	3,794	308	183	176	122	47	1,757	23	765
29	West Baton Rouge Parish.....	74	52	5,013	4,575	362	229	183	77	11	1,871	28	1,034
30	Port Allen.....	43	27	3,326	3,004	223	136	107	51	8	(D)	13	305
31	Remainder of Parish.....	31	25	1,687	1,571	139	93	76	26	3	(D)	15	729
32	West Carroll Parish.....	107	51	6,862	5,814	592	270	222	106	33	741	3	117
33	West Feliciana Parish.....	43	23	2,808	2,152	132	85	74	47	15	780	6	233
34	Winn Parish.....	114	68	7,599	6,615	574	304	269	112	45	2,357	8	136
35	Winnfield.....	90	62	6,754	6,324	557	293	259	88	26	1,686	8	130
36	Remainder of Parish.....	24	6	845	291	22	11	10	24	19	671

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
15	930	20	637	16	950	21	4,756	32	1,724	16	1,554	7	512	29	1,522	9	283	
5	230	8	292	5	571	9	2,578	8	711	4	699	3	255	16	1,151	
4	516	7	271	6	198	11	(D)	10	693	4	601	2	(D)	6	273	1	(D)	
6	184	5	74	5	181	1	(D)	14	320	8	254	2	(D)	7	98	8	(D)	
44	6,746	24	1,390	19	1,374	24	8,903	56	3,579	31	3,537	18	1,322	50	4,623	10	271	
5	1,728	7	(D)	2	(D)	7	3,409	3	189	5	598	3	166	9	705	
6	2,720	11	908	8	654	10	3,461	23	2,139	12	892	5	513	16	(D)	3	(D)	
11	567	3	(D)	6	(D)	3	602	12	622	7	665	3	346	8	1,184	4	48	
22	1,731	3	99	3	287	4	1,431	18	629	7	1,382	7	297	17	(D)	3	(D)	
9	891	4	(D)	2	(D)	3	(D)	9	339	8	1,854	6	298	3	(D)	4	212	
31	5,589	19	1,856	23	2,193	24	7,173	37	2,364	24	3,599	10	928	30	1,609	18	584	
16	3,757	17	(D)	21	(D)	17	5,865	21	1,720	13	2,814	9	(D)	23	1,327	18	584	
15	1,832	2	(D)	2	(D)	7	1,308	16	644	11	785	1	(D)	7	282	
25	1,141	3	134	1	(D)	12	3,317	17	597	4	359	3	230	16	1,269	10	160	
25	1,414	23	1,137	26	1,366	15	3,885	47	2,118	38	5,172	12	823	34	2,148	6	60	
9	870	13	669	12	672	7	3,011	19	997	11	1,619	4	347	17	519	6	60	
3	108	6	272	8	461	3	(D)	11	442	11	2,068	3	218	5	(D)	
13	436	4	196	6	233	5	(D)	17	679	16	1,485	5	258	12	(D)	
9	591	12	1,114	6	302	11	2,978	23	1,239	4	248	2	(D)	23	1,101	7	(D)	
4	216	12	1,114	6	302	10	(D)	12	773	2	(D)	2	(D)	15	893	4	76	
5	375	1	(D)	11	466	2	(D)	8	208	3	(D)	
32	2,569	28	1,610	18	1,150	24	5,522	35	2,087	12	2,316	12	999	38	2,302	14	285	
19	1,410	22	1,362	13	1,011	19	4,019	20	1,615	4	1,345	9	774	24	1,368	10	239	
13	1,159	6	248	5	139	5	1,503	15	472	8	971	3	225	14	934	4	46	
33	3,087	37	1,619	23	1,977	19	6,573	54	2,649	15	2,626	13	921	37	1,303	9	122	
12	1,196	20	(D)	15	1,287	13	4,309	25	1,407	10	2,023	7	576	20	627	2	(D)	
7	1,087	16	663	6	(D)	5	(D)	12	575	4	(D)	3	226	9	279	4	76	
14	804	1	(D)	2	(D)	1	(D)	17	667	1	(D)	3	119	8	397	3	(D)	
11	573	2	(D)	2	(D)	1	(D)	9	682	2	(D)	3	126	5	75	
3	145	2	(D)	2	(D)	1	(D)	6	463	2	(D)	1	(D)	5	75	
8	428	3	219	2	(D)	
17	1,077	4	232	4	38	7	1,954	11	540	13	1,116	4	205	10	(D)	1	(D)	
7	423	2	(D)	2	(D)	1	(D)	5	183	3	83	2	(D)	
7	798	7	532	5	332	7	1,440	9	611	4	(D)	7	416	13	343	2	(D)	
3	(D)	7	532	5	332	7	1,440	9	611	3	(D)	7	416	13	343	2	(D)	
4	(D)	1	(D)	

LOUISIANA (64 PARISHES)



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade	Wholesale Trade	Selected Service Trades
<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins	<input type="checkbox"/> Census Volumes	<input type="checkbox"/> Census Volumes
<input type="checkbox"/> Census Volumes		
<input type="checkbox"/> Public Merchandise Warehouses		
<input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

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18523

1954 Census of Business

RETAIL TRADE

December 1955

Series: PR-1-19

MAINE

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
MAINE

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	11,623	7,741	920,019	843,535	11,777	7,768	742,407	678,732
Food stores.....	3,193	1,801	245,055	210,931	3,812	2,078	208,580	175,345
Eating, drinking places.....	1,485	1,205	40,815	38,229	1,585	1,158	35,047	32,243
General merchandise group.....	834	538	96,310	89,612	562	373	72,937	69,258
Apparel, accessories stores.....	812	678	50,478	47,836	828	625	50,183	47,110
Furniture, home furnishings, appliance dealers.....	569	387	33,924	31,416	551	389	30,734	29,243
Automotive group.....	635	515	163,544	160,304	621	543	112,110	109,680
Gasoline service stations.....	1,212	780	60,655	51,335	1,425	785	41,294	31,949
Lumber, bldg. matls., hardware, farm equipment dealers..	541	415	52,068	49,148	520	440	57,863	56,453
Drug stores, proprietary stores.....	359	341	25,530	25,060	373	347	19,397	18,977
Other retail stores.....	1,492	980	135,545	127,813	1,473	1,006	108,380	102,601
Nonstore retailers.....	491	101	16,095	11,851	27	24	5,882	5,873

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group					
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places		
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
1	Maine, total.....	11,623	7,741	920,019	843,535	83,453	37,085	29,871	10,904	3,193	245,055	1,485	40,815	
2	Androscoggin County.....	1,098	708	88,127	80,687	9,082	3,981	3,139	1,041	314	23,273	175	4,522	
3	Auburn.....	281	173	22,739	20,383	2,086	806	699	266	89	4,423	34	1,240	
4	Lewiston.....	496	406	52,921	49,849	6,299	2,797	2,152	541	169	14,442	110	2,711	
5	Remainder of County.....	221	129	12,467	10,455	697	378	288	234	56	4,408	31	571	
6	Aroostook County.....	964	650	81,532	75,346	6,831	3,008	2,341	869	260	21,071	104	2,630	
7	Presque Isle.....	128	110	16,952	16,720	1,854	739	604	90	32	3,705	12	340	
8	Remainder of County.....	936	540	64,580	58,626	4,977	2,269	1,737	779	228	17,366	92	2,290	
9	Cumberland County.....	2,015	1,417	205,570	193,826	22,006	9,287	7,456	1,751	548	48,399	293	11,008	
10	Portland.....	953	703	131,280	125,326	15,771	6,431	5,242	788	266	25,162	138	7,134	
11	South Portland.....	152	100	13,107	12,133	1,127	502	388	132	47	6,264	15	419	
12	Westbrook.....	153	113	15,231	14,675	1,302	529	426	122	38	4,054	19	374	
13	Remainder of County.....	757	501	45,952	41,692	3,806	1,825	1,400	709	197	12,919	121	3,051	
14	Franklin County.....	270	176	14,648	13,008	1,102	480	395	265	62	4,517	38	560	
15	Hancock County.....	491	341	30,196	27,362	2,368	1,146	971	461	128	8,953	65	1,533	
16	Ellsworth.....	95	73	10,164	9,692	910	398	328	67	16	2,250	10	477	
17	Remainder of County.....	396	268	20,032	17,670	1,458	748	643	394	112	6,703	55	1,096	
18	Kennebec County.....	1,095	715	91,757	83,473	8,199	3,715	2,975	1,005	319	25,328	123	3,277	
19	Augusta.....	302	204	27,274	25,078	2,700	1,180	988	261	103	7,763	31	695	
20	Gardiner.....	120	70	8,265	7,171	659	325	255	111	44	3,325	10	276	
21	Hallowell.....	47	31	2,860	2,654	201	103	75	48	8	466	3	68	
22	Waterville.....	322	232	36,920	34,466	3,526	1,571	1,266	275	79	8,406	49	1,350	
23	Remainder of County.....	304	178	16,438	14,104	1,113	536	391	310	85	5,368	30	688	
24	Knox County.....	431	269	30,606	27,436	2,670	1,217	1,021	398	120	8,101	40	848	
25	Rockland.....	181	119	16,520	15,488	1,745	743	614	152	56	4,535	14	492	
26	Remainder of County.....	250	150	14,086	11,948	925	474	407	246	64	3,566	26	356	
27	Lincoln County.....	320	202	18,944	17,028	1,344	561	470	312	82	5,074	37	643	
28	Oxford County.....	519	347	37,761	34,597	2,940	1,265	1,022	497	119	10,204	55	1,252	
29	Penobscot County.....	1,228	854	124,271	115,761	11,704	5,016	4,128	1,114	346	30,610	154	5,178	
30	Bangor.....	438	348	68,201	65,821	7,534	3,080	2,558	353	108	13,345	66	2,998	
31	Brewer.....	95	57	8,399	7,399	626	249	211	94	23	2,012	12	202	
32	Old Town.....	108	68	8,680	7,728	640	349	261	109	43	3,335	12	374	
33	Remainder of County.....	587	381	38,991	34,813	2,904	1,338	1,098	558	172	11,918	64	1,604	
34	Piscataquis County.....	232	168	14,980	13,988	1,199	557	465	218	52	4,471	25	511	
35	Sagadahoc County.....	248	168	16,589	14,997	1,410	695	550	237	65	4,602	33	657	
36	Bath.....	149	111	11,289	10,507	1,054	493	399	134	41	3,462	19	405	
37	Remainder of County.....	99	57	5,300	4,490	356	202	151	103	24	1,120	14	252	
38	Somerset County.....	500	308	31,218	27,242	2,181	1,024	844	481	131	9,499	47	1,135	
39	Waldo County.....	291	183	17,019	15,347	1,065	527	415	284	82	4,469	35	799	
40	Belfast.....	127	93	10,887	10,345	759	358	290	111	30	2,344	15	370	
41	Remainder of County.....	164	90	6,132	5,002	307	169	125	173	52	2,125	20	429	
42	Washington County.....	494	286	28,190	23,352	1,961	1,028	806	503	170	9,124	39	618	
43	Calais.....	103	71	7,829	7,255	705	386	307	88	37	2,233	4	187	
44	Eastport.....	67	33	2,974	2,062	189	82	69	66	23	1,233	7	129	
45	Remainder of County.....	324	182	17,387	14,035	1,067	560	430	349	110	5,658	24	302	
46	York County.....	1,027	949	88,611	80,085	7,391	3,578	2,873	1,468	395	27,360	226	5,644	
47	Biddeford.....	311	227	28,440	26,926	2,391	1,120	881	293	84	6,617	39	1,071	
48	Saco.....	124	72	8,108	7,236	636	272	205	123	46	4,073	20	246	
49	Remainder of County.....	992	650	52,063	45,923	4,364	2,186	1,787	1,052	265	16,670	167	4,327	

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
834	96,310	812	50,478	569	33,924	635	163,544	1,212	60,655	541	52,068	359	25,530	1,492	135,545	491	16,095	1
61	9,911	78	6,831	52	3,636	66	15,219	92	4,943	41	3,877	23	1,731	123	12,374	73	1,811	2
9	295	7	409	9	488	23	7,352	37	2,312	11	1,014	4	351	32	3,797	27	1,058	3
33	8,609	59	6,090	33	2,730	28	6,366	34	1,735	16	2,124	13	1,000	67	6,481	34	623	4
20	1,007	12	332	10	419	15	1,180	21	896	14	939	6	290	24	2,096	12	130	5
85	10,460	82	3,951	34	1,941	72	16,889	95	4,704	60	5,542	32	2,243	110	11,177	29	931	6
7	2,900	18	1,278	5	250	14	3,401	9	760	5	1,034	4	313	18	(D)	4	(D)	7
78	7,560	65	2,673	29	1,691	58	13,488	86	3,944	55	4,508	28	1,930	92	(D)	25	(D)	8
118	23,947	133	12,462	104	8,668	95	32,441	217	11,826	66	8,679	71	7,971	261	35,084	109	5,095	9
44	17,815	95	10,377	52	5,240	41	21,033	72	4,623	26	4,981	39	5,911	122	25,594	59	3,410	10
10	257	4	101	4	575	7	2,002	29	1,555	4	(D)	11	576	19	806	2	(D)	11
7	(D)	13	1,022	15	1,220	5	1,004	16	730	10	(D)	5	399	16	1,726	9	384	12
57	(D)	21	962	33	1,633	42	7,602	100	4,918	26	2,585	16	1,085	104	6,958	40	(D)	13
19	1,078	14	608	11	403	17	2,928	32	1,674	15	1,092	10	425	41	1,313	11	50	14
46	2,599	31	1,121	14	547	28	5,279	50	2,908	25	1,487	12	601	77	5,024	15	144	15
4	717	6	471	5	154	9	2,034	8	592	11	844	2	(D)	24	(D)	***	***	16
42	1,882	25	650	9	393	19	3,245	42	2,316	14	643	10	(D)	53	(D)	15	144	17
64	8,519	78	5,378	60	3,506	67	16,220	111	5,897	46	6,961	33	2,194	136	13,176	58	1,301	18
10	1,881	26	1,804	16	1,357	19	5,759	29	1,671	15	2,307	9	702	31	2,906	13	235	19
6	595	12	553	9	297	6	1,056	6	551	2	(D)	4	(D)	11	1,032	10	119	20
5	172	5	342	4	80	1	(D)	4	(D)	1	(D)	2	(D)	12	1,099	2	(D)	21
14	4,519	29	2,334	17	1,516	24	6,980	19	1,540	13	3,251	8	710	54	5,820	16	495	22
29	1,353	6	345	14	256	17	(D)	53	(D)	15	1,180	10	466	28	2,319	17	(D)	23
22	1,656	38	2,273	22	1,553	20	4,269	45	1,697	34	3,470	14	892	57	5,715	9	132	24
3	(D)	33	1,935	15	1,066	8	2,486	11	413	10	2,015	6	453	19	(D)	6	34	25
19	(D)	5	338	17	487	12	1,783	34	1,284	24	1,455	8	439	38	(D)	3	98	26
36	1,240	22	821	16	486	14	4,255	26	1,015	15	1,877	8	453	50	2,592	14	488	27
60	4,808	38	1,512	27	916	27	7,711	62	2,535	34	2,235	15	874	60	4,513	22	1,201	28
94	15,664	99	7,494	51	4,605	71	25,316	126	7,682	57	4,949	40	2,583	146	17,083	44	3,167	29
18	11,289	57	5,151	19	3,303	29	15,614	34	2,993	14	1,806	17	1,176	58	7,660	18	2,866	30
5	67	4	(D)	5	189	4	(D)	13	686	5	712	3	185	15	3,646	6	80	31
4	455	8	1,052	6	462	3	(D)	14	869	2	(D)	5	223	9	670	2	(D)	32
67	3,953	30	(D)	21	651	35	8,286	65	3,134	36	(D)	15	999	64	5,107	18	(D)	33
22	1,471	7	262	10	987	17	3,183	29	1,018	20	1,044	10	511	35	1,503	5	19	34
11	1,483	12	583	12	712	18	2,664	29	1,546	12	1,338	8	368	40	2,528	8	108	35
4	887	12	583	12	(D)	12	1,871	11	686	9	(D)	7	(D)	20	1,134	2	(D)	36
7	596	***	***	***	(D)	6	793	18	860	3	(D)	1	(D)	20	1,394	6	(D)	37
42	2,574	31	1,219	27	1,409	21	4,829	71	3,099	28	1,506	22	979	58	4,711	22	258	38
28	1,473	12	406	12	348	17	1,998	37	1,103	17	897	6	288	37	5,111	9	127	39
12	763	11	(D)	7	319	10	1,424	10	403	7	629	4	(D)	18	4,004	3	(D)	40
16	710	1	(D)	5	29	7	574	27	700	10	268	2	(D)	19	1,107	5	(D)	41
52	4,325	30	1,756	18	517	30	4,720	64	2,526	19	1,189	18	864	38	2,326	20	225	42
5	1,232	9	1,083	5	176	10	(D)	13	557	4	(D)	3	191	9	580	4	14	43
4	164	7	243	4	102	1	(D)	5	209	3	(D)	3	154	5	326	5	74	44
43	2,929	14	430	9	239	19	3,181	46	1,760	12	812	12	519	24	1,420	11	137	45
74	5,102	106	3,801	89	3,690	55	15,624	126	6,482	52	5,935	37	2,553	223	11,322	44	1,098	46
14	2,523	42	2,008	24	1,445	14	7,381	18	1,575	11	2,028	7	565	48	3,035	10	189	47
1	(D)	4	96	7	325	3	(D)	15	783	3	158	3	(D)	18	592	4	42	48
59	(D)	60	1,697	58	1,920	38	(D)	93	4,124	38	3,749	27	(D)	157	7,692	30	867	49

MAINE (16 COUNTIES)



LEGEND

● PLACES OF 25,000 TO 100,000 (1950)

★ PLACES OF 100,000 AND OVER (1950) - *NONE*



STANDARD METROPOLITAN AREA

STANDARD METROPOLITAN AREA

CODE

III PORTLAND

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | Retail Trade | Wholesale Trade | Selected Service Trades |
|--|--|--|
| <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins |
| <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins |
| <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins |
| <input type="checkbox"/> Central Business District Bulletins | <input type="checkbox"/> Census Volumes | <input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Census Volumes | | |
- ☐ Public Merchandise Warehouses
☐ 1954 Census of Business—Puerto Rico

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

1954 Census of Business

RETAIL TRADE

November 1955

Series: PR-1-20

MARYLAND

The 1954 Census of Business along with the 1954 Censuses of Manufactures and Mineral Industries was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

MARYLAND

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total (\$1,000)	With payroll (\$1,000)	Total (Number)	With payroll (Number)	Total (\$1,000)	With payroll (\$1,000)
Total.....	24,856	15,828	2,683,819	2,496,355	24,992	15,189	1,872,214	1,713,878
Food stores.....	6,476	3,102	663,962	579,886	8,890	3,724	461,065	369,799
Eating, drinking places.....	5,003	3,895	242,490	224,798	5,221	3,689	177,900	161,087
General merchandise group.....	1,010	616	306,253	295,061	756	500	232,889	228,217
Apparel, accessories stores.....	1,591	1,293	135,599	129,445	1,635	1,202	120,424	113,800
Furniture, home furnishings, appliance dealers.....	1,050	756	110,605	106,175	1,000	689	85,970	81,949
Automotive group.....	980	824	423,742	420,288	928	803	261,621	256,983
Gasoline service stations.....	2,301	1,719	162,622	147,676	2,076	1,362	81,475	69,619
Lumber, bldg. matls., hardware, farm equipment dealers..	1,065	781	174,915	169,289	946	697	108,935	106,498
Drug stores, proprietary stores.....	792	752	100,005	98,807	753	698	63,481	62,438
Other retail stores.....	3,021	1,803	257,692	235,602	2,696	1,742	208,731	192,930
Nonstore retailers.....	1,567	287	105,934	89,328	91	83	70,723	70,558

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Maryland, total.....	24,856	15,828	2,683,819	2,496,355	300,646	125,814	102,581	25,142	6,476	663,962	5,003	242,490
2	Allagany County.....	981	623	78,939	73,101	8,103	3,628	3,093	981	285	22,540	195	4,753
3	Cumberland.....	585	407	58,813	55,597	6,519	2,836	2,455	562	148	13,662	112	3,096
4	Frostburg.....	118	70	8,558	7,940	788	379	316	121	32	2,822	27	562
5	Westernport.....	47	23	2,676	2,320	184	86	64	43	19	1,838	13	326
6	Remainder of County.....	231	125	8,892	7,244	612	327	258	255	86	4,218	43	769
7	Anne Arundel County.....	1,085	729	105,704	97,588	10,320	4,492	3,586	1,095	227	36,308	281	11,981
8	Annapolis.....	346	258	40,434	38,570	4,228	1,658	1,445	338	66	10,714	71	2,357
9	Remainder of County.....	739	471	65,270	59,018	6,092	2,834	2,141	757	161	25,594	210	9,624
10	Baltimore city (not part of Baltimore County).....	11,775	7,107	1,248,774	1,154,728	159,197	67,687	54,959	12,070	3,614	278,620	2,516	131,079
11	Baltimore County.....	1,758	1,350	212,483	203,505	22,755	10,033	7,837	1,755	368	63,591	393	24,619
12	Calvert County.....	158	86	10,198	8,438	819	401	357	173	35	2,185	35	1,273
13	Carolina County.....	239	139	23,133	20,953	1,778	739	637	239	54	3,862	25	602
14	Carroll County.....	538	304	44,296	38,952	3,619	1,528	1,248	543	120	9,414	60	1,623
15	Westminster.....	176	116	21,158	19,788	1,924	794	663	163	38	5,065	24	576
16	Remainder of County.....	362	188	23,138	19,164	1,695	734	585	380	82	4,349	36	1,047
17	Cecil County.....	418	260	36,101	32,793	2,929	1,308	1,080	419	97	8,347	99	4,392
18	Elkton.....	128	86	15,251	14,279	1,209	532	417	125	22	3,596	27	1,268
19	Remainder of County.....	290	174	20,850	18,514	1,720	776	663	294	75	4,751	72	3,124
20	Charles County.....	278	180	27,367	24,295	2,608	1,051	868	300	37	7,706	84	3,597
21	Dorchester County.....	330	182	27,471	24,445	2,500	976	832	328	114	7,036	42	1,184
22	Cambridge.....	198	136	22,043	20,737	2,183	853	717	187	52	4,936	28	959
23	Remainder of County.....	132	46	5,428	3,708	317	123	115	141	62	2,100	14	225
24	Frederick County.....	733	491	62,242	57,194	5,723	2,471	2,050	726	133	13,512	132	3,702
25	Brunswick.....	51	43	4,150	4,064	359	176	151	45	11	928	9	168
26	Frederick.....	359	265	38,996	36,902	4,035	1,679	1,377	357	57	8,991	66	1,819
27	Remainder of County.....	323	183	19,096	16,228	1,329	616	522	324	65	3,593	57	1,715
28	Garrett County.....	208	114	14,858	12,976	1,157	562	506	245	36	3,305	46	988
29	Harford County.....	540	372	58,749	53,919	5,159	2,164	1,777	566	95	14,100	99	4,261
30	Aberdeen.....	90	76	13,682	13,286	1,404	553	453	93	10	3,289	16	1,255
31	Bel Air.....	102	76	17,097	16,415	1,499	571	459	104	11	4,291	12	488
32	Havre de Grace.....	121	85	10,475	9,697	1,045	538	434	126	29	3,764	26	1,124
33	Remainder of County.....	227	135	17,495	14,521	1,211	502	431	243	45	2,756	45	1,394
34	Howard County.....	234	130	19,150	16,602	1,653	671	593	246	64	2,600	54	2,673
35	Kent County.....	184	136	16,164	14,970	1,298	556	466	175	35	3,531	36	682
36	Chestertown.....	80	64	10,350	9,860	833	345	279	70	11	2,310	11	221
37	Remainder of County.....	104	72	5,814	5,110	465	211	187	105	24	1,221	25	461
38	Montgomery County.....	1,141	847	237,504	231,954	26,286	9,581	7,965	1,054	199	62,311	146	10,934
39	Rockville.....	123	87	18,607	18,093	1,998	714	592	105	15	5,132	20	954
40	Takoma Park (part).....	34	28	4,957	4,899	541	251	176	34	9	1,885	1	(D)
41	Remainder of County.....	984	732	213,940	208,962	23,747	8,616	7,197	915	175	55,294	125	(D)
42	Prince Georges County.....	1,266	932	187,122	179,898	18,452	6,966	5,352	1,197	256	67,577	229	15,916
43	Bladensburg.....	46	42	11,345	11,287	1,107	429	291	31	7	5,447	11	718
44	Brentwood.....	28	22	4,806	4,706	445	152	139	26	7	(D)	8	567
45	Capitol Heights.....	33	27	3,286	3,114	309	96	87	35	9	1,178	7	220
46	Cheverly.....	12	2	(D)	(D)	(D)	(D)	(D)	(D)
47	College Park.....	78	66	12,789	12,357	1,486	555	432	68	10	4,126	17	1,570
48	Greenbelt.....	11	7	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)	1	(D)
49	Hyattsville.....	161	131	37,700	36,914	3,758	1,194	941	155	37	9,985	18	1,259
50	Laurel.....	110	80	16,190	15,408	1,712	602	457	99	19	4,183	21	1,777
51	Mt. Rainier.....	49	41	5,805	5,685	620	244	181	42	15	2,964	3	218
52	Riverdale.....	44	36	4,575	4,457	503	200	152	49	10	1,510	6	230
53	Takoma Park (part).....	40	28	10,726	10,366	968	361	228	39	5	7,269	4	(D)
54	Remainder of County.....	654	450	77,023	72,925	7,294	3,036	2,400	631	135	27,185	133	9,226
55	Queen Annes County.....	209	103	12,584	10,042	893	428	361	223	44	2,636	28	565
56	St. Marys County.....	293	189	22,899	20,959	2,046	941	783	305	45	5,669	98	3,074
57	Somerset County.....	259	123	16,409	13,573	914	460	390	289	101	5,182	22	487
58	Crisfield.....	89	53	5,184	4,462	392	189	164	96	40	2,297	9	179
59	Remainder of County.....	170	70	11,225	9,111	522	271	226	193	61	2,885	13	308
60	Talbot County.....	324	196	33,770	30,852	2,798	1,037	905	336	79	6,333	30	1,030
61	Easton.....	188	132	26,807	25,577	2,442	863	752	185	32	4,380	17	679
62	Remainder of County.....	136	64	6,963	5,275	356	174	153	151	47	1,953	13	351
63	Washington County.....	909	629	88,302	82,952	9,475	4,167	3,513	873	205	19,043	185	7,038
64	Harrodsburg.....	626	444	68,113	64,921	7,979	3,413	2,912	577	133	13,841	120	4,801
65	Remainder of County.....	283	185	20,189	18,031	1,496	754	601	296	72	5,202	65	2,237
66	Wicomico County.....	568	320	62,592	57,302	7,222	2,652	2,294	549	138	12,231	62	2,673
67	Salisbury.....	366	236	49,641	47,095	6,343	2,341	2,014	333	72	9,548	40	2,250
68	Remainder of County.....	202	84	12,951	10,207	879	311	280	216	66	2,683	22	423
69	Worcester County.....	428	284	37,008	34,364	2,942	1,315	1,129	455	95	6,323	106	3,364
70	Pocomoke City.....	100	82	11,687	11,275	1,015	490	394	102	19	1,771	13	297
71	Remainder of County.....	328	202	25,321	23,089	1,927	825	735	353	76	4,552	93	3,067

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

1Takoma Park is in Montgomery and Prince Georges counties.

Payroll, and Personnel

Kind-of-business group - Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
1+010	306+253	1+591	135+599	1+050	110+605	980	423+742	2+301	162+622	1+065	174+915	792	100+005	3+021	257+692	1+567	105+934		
22	8,490	56	5,987	41	3,701	56	11,631	118	5,699	44	7,180	26	2,287	109	5,831	29	840	2	
8	7,089	43	5,323	32	3,249	34	8,688	63	3,315	29	6,662	17	1,953	79	5,039	20	737	3	
3	(D)	7	318	5	303	9	2,135	5	376	6	273	4	265	20	(D)	4	
1	(D)	2	(D)	2	(D)	3	173	4	84	1	(D)	2	(D)	5	
10	379	4	(D)	4	149	11	(D)	47	1,835	5	161	4	(D)	8	188	9	103	6	
49	5,694	68	5,045	33	3,300	35	13,496	162	10,195	36	6,075	27	4,043	109	8,435	58	1,132	7	
14	1,901	47	3,086	20	2,345	21	10,046	32	1,936	14	3,337	12	1,567	44	3,113	5	32	8	
35	3,793	21	1,959	13	955	14	3,450	130	8,259	22	2,738	15	2,476	65	5,322	53	1,100	9	
300	198,914	882	77,691	497	66,634	289	172,773	614	50,268	376	47,565	425	49,084	1,362	100,048	900	76,098	10	
58	13,763	82	5,970	56	5,634	85	30,772	250	19,303	96	19,104	78	11,458	207	15,190	85	3,079	11	
24	1,312	3	(D)	5	(D)	6	1,696	19	746	9	1,094	1	(D)	11	1,457	10	58	12	
17	686	20	698	7	382	14	3,586	30	2,000	21	3,070	9	617	34	7,508	8	122	13	
49	3,514	9	619	28	1,648	34	8,384	57	2,614	33	5,474	13	965	76	8,833	59	1,208	14	
12	1,329	3	378	10	762	13	4,686	18	955	9	2,884	6	686	28	3,564	15	273	15	
37	2,185	6	241	18	886	21	3,698	39	1,659	24	2,590	7	279	48	5,269	44	935	16	
21	1,555	14	513	13	1,023	26	8,061	50	3,004	23	2,710	12	567	50	4,576	13	1,353	17	
9	1,058	9	424	7	451	9	3,354	12	930	7	1,844	3	192	17	2,024	6	110	18	
12	497	5	89	6	572	17	4,707	38	2,074	16	866	9	375	33	2,552	7	1,243	19	
41	3,291	5	192	8	117	20	4,269	42	2,424	14	2,570	5	545	21	(D)	1	(D)	20	
20	1,739	22	1,537	19	1,287	10	6,420	30	981	20	3,200	6	451	42	3,536	5	100	21	
9	1,258	22	1,537	16	1,243	9	(D)	11	409	13	2,418	6	451	27	(D)	5	100	22	
11	481	3	44	1	(D)	19	572	7	782	15	(D)	23	
49	6,562	41	2,822	32	2,446	40	10,264	83	4,071	41	6,148	14	1,365	125	10,162	43	1,188	24	
3	378	1	(D)	2	(D)	4	1,366	4	132	2	(D)	2	(D)	9	605	4	28	25	
15	5,085	33	2,568	17	1,331	26	6,149	39	2,450	20	3,360	6	1,101	69	5,773	11	369	26	
31	1,099	7	(D)	13	(D)	10	2,749	40	1,489	19	(D)	6	(D)	47	3,784	28	791	27	
18	1,095	3	103	6	239	20	4,863	38	1,080	15	1,433	5	377	19	(D)	2	(D)	28	
51	3,788	30	2,662	29	2,382	41	12,708	74	5,013	30	4,518	13	1,711	55	6,450	23	1,156	29	
7	638	6	434	5	303	9	3,170	16	1,195	4	840	4	593	10	1,296	3	669	30	
5	779	14	1,423	8	1,394	8	4,498	9	796	13	1,143	2	(D)	15	(D)	5	78	31	
7	484	6	678	10	482	6	1,126	14	988	4	478	6	624	10	(D)	3	(D)	32	
32	1,887	4	127	6	203	18	3,914	35	2,034	9	2,057	1	(D)	20	2,781	12	(D)	33	
15	838	2	(D)	6	(D)	13	6,068	39	2,759	10	1,027	3	(D)	16	1,935	12	140	34	
11	913	8	466	12	472	10	2,898	17	746	18	2,511	5	272	26	3,523	6	150	35	
4	650	7	(D)	8	350	7	(D)	7	362	7	992	2	(D)	14	2,407	2	(D)	36	
7	263	1	(D)	4	122	3	(D)	10	384	11	1,519	3	(D)	12	1,116	4	(D)	37	
42	28,065	92	11,646	61	6,203	65	43,879	140	15,896	76	21,267	39	9,153	204	17,582	77	10,568	38	
5	(D)	14	1,215	6	698	7	3,364	14	1,524	12	2,775	2	(D)	16	1,248	12	140	39	
1	(D)	1	(D)	1	(D)	8	1,043	2	(D)	1	(D)	6	250	4	52	40	
36	27,094	77	(D)	55	5,505	57	(D)	118	13,329	62	(D)	36	8,277	182	16,084	61	10,376	41	
46	5,392	67	4,660	49	2,861	62	34,591	195	17,792	70	16,041	43	9,202	168	10,922	81	2,168	42	
2	(D)	5	693	2	(D)	3	(D)	6	637	4	(D)	2	(D)	4	309	43	
1	(D)	1	(D)	3	1,377	5	576	1	(D)	2	(D)	44	
2	(D)	1	(D)	2	(D)	3	53	6	508	1	(D)	1	(D)	1	(D)	45	
...	2	(D)	2	(D)	8	104	46	
2	(D)	8	464	1	(D)	10	3,078	10	1,173	2	(D)	4	742	11	939	3	27	47	
1	(D)	2	(D)	1	(D)	1	(D)	1	(D)	2	(D)	48	
6	401	15	729	7	335	10	19,187	23	2,474	8	507	7	1,698	18	745	12	380	49	
3	625	10	721	9	805	5	3,595	15	1,381	4	722	3	373	18	1,930	3	78	50	
2	(D)	3	233	3	84	1	(D)	5	617	1	(D)	4	836	8	424	4	(D)	51	
...	...	2	(D)	2	(D)	2	(D)	8	888	3	259	3	485	6	407	2	(D)	52	
1	(D)	4	209	5	536	4	546	1	(D)	3	(D)	9	342	4	(D)	53	
26	2,502	17	1,417	17	575	25	5,515	110	8,559	46	12,785	15	2,961	89	5,374	41	924	54	
23	1,289	4	98	7	299	7	599	33	1,419	23	2,707	4	256	28	2,644	8	72	55	
34	2,813	15	811	6	643	14	3,026	26	2,171	13	1,542	4	695	29	1,889	9	566	56	
23	889	9	358	6	543	13	1,757	27	1,322	10	768	5	436	37	4,645	6	22	57	
3	409	3	116	3	250	9	661	5	302	4	323	2	(D)	7	432	4	(D)	58	
20	480	6	242	3	293	4	1,096	22	1,020	6	445	3	(D)	30	4,213	2	(D)	59	
14	545	25	1,426	21	1,762	15	5,047	46	2,210	15	2,383	8	1,159	53	11,176	18	699	60	
5	(D)	24	(D)	18	1,505	13	(D)	20	1,004	12	1,929	5	(D)	36	9,220	6	(D)	61	
9	(D)	1	(D)	3	257	2	(D)	26	1,206	3	454	3	(D)	17	1,956	12	(D)	62	
22	7,431	71	5,866	50	3,769	49	17,187	103	5,657	31	8,151	25	2,366	117	8,816	51	2,978	63	
10	6,795	62	5,295	38	3,252	37	14,821	61	3,776	23	4,925	16	1,834	82	5,922	44	2,851	64	
12	636	9	571	12	517	12	2,366	42	1,881	8	3,226	9	532	35	2,694	7	127	65	
29	4,853	39	4,835	40	3,286	34	11,947	70	3,475	20	5,824	14	1,538	73	10,140	49	1,790	66	
12	4,145	37	(D)	30	3,000	23	10,005	44	2,432	14	(D)	10	1,397	49	5,405	35	1,649	67	
17	708	2	(D)	10	286	11	1,942	26	1,043	6	(D)	4	141	24	4,735	14	141	68	
32	2,822	24	1,227	18	1,405	22	7,820	38	1,777	21	2,553	8	907	50	8,462	14	348	69	
12	1,745	8	418	9	624	8	4,239	11	477	5	550	2	(D)	11	1,316	2	(D)	70	
20	1,077	16	809	9	781	14	3,581	27	1,300	16	2,003	6	(D)	39	7,146	12	(D)	71	

MARYLAND



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade	Wholesale Trade	Selected Service Trades
<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins	<input type="checkbox"/> Census Volumes	<input type="checkbox"/> Census Volumes
<input type="checkbox"/> Census Volumes		
	<input type="checkbox"/> Public Merchandise Warehouses	
	<input type="checkbox"/> 1954 Census of Business—Puerto Rico	

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

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Street Address _____ City _____ Zone _____ State _____

1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-21

MASSACHUSETTS

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the “employer” universe, and those with no paid employment during 1954, i. e., the “non-employer” universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of “Employers”

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of “Non-Employers”

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “non-employer” segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
MASSACHUSETTS

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	53,012	35,692	5,541,608	5,205,066	53,499	36,945	4,168,839	3,906,062
Food stores.....	12,385	6,821	1,409,964	1,277,129	15,544	8,561	1,043,758	912,157
Eating, drinking places.....	8,749	7,625	435,935	420,511	9,230	7,673	385,369	369,793
General merchandise group.....	1,709	1,295	572,214	563,799	1,612	1,104	476,664	470,712
Apparel, accessories stores.....	4,329	3,491	415,712	402,940	4,627	3,382	365,826	350,743
Furniture, home furnishings, appliance dealers.....	2,971	2,029	254,431	238,743	2,794	1,904	200,446	188,645
Automotive group.....	2,147	1,711	828,437	814,977	2,110	1,782	506,820	496,704
Gasoline service stations.....	4,467	3,095	257,965	220,295	4,886	3,113	165,208	135,544
Lumber, bldg. matls., hardware, farm equipment dealers..	2,192	1,648	311,494	301,496	2,079	1,653	240,605	233,299
Drug stores, proprietary stores.....	2,062	1,976	175,362	173,190	2,078	1,959	139,742	137,026
Other retail stores.....	8,778	5,426	662,577	607,601	8,271	5,608	552,550	520,439
Nonstore retailers.....	3,223	575	217,517	184,385	268	206	91,851	91,000

Line No.	County and city	Total							Kind-of-business group					
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places		
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lishments (Number)	Sales (\$1,000)	Estab-lishments (Number)	Sales (\$1,000)	
1	Massachusetts, total.....	53,012	35,692	5,541,608	5,205,066	649,723	263,527	202,121	42,853	12,385	1,409,964	8,749	435,935	
2	Barnstable County.....	1,180	908	89,004	84,960	9,522	3,526	2,957	953	182	23,984	278	8,448	
3	Berkshire County.....	1,615	1,089	147,429	137,919	16,474	6,583	5,157	1,379	295	37,889	262	9,770	
4	North Adams.....	286	202	25,184	23,412	2,904	1,272	969	280	65	5,588	39	1,346	
5	Pittsfield.....	607	435	73,892	70,696	9,320	3,496	2,774	446	115	18,023	79	4,235	
6	Remainder of County.....	722	454	48,353	43,811	4,250	1,815	1,414	653	115	14,278	144	4,189	
7	Bristol County.....	4,721	2,905	380,515	345,925	39,530	17,251	13,357	4,272	1,194	101,336	783	28,536	
8	Attleboro.....	272	170	26,282	24,180	2,684	1,082	837	240	68	6,964	37	2,018	
9	Fall River.....	1,378	872	115,440	106,408	12,658	5,587	4,382	1,189	389	28,431	208	7,533	
10	New Bedford.....	1,502	938	121,842	111,230	13,698	5,902	4,569	1,443	402	3,832	239	7,957	
11	Taunton.....	470	312	41,962	38,498	3,946	1,710	1,276	375	111	10,725	80	2,122	
12	Remainder of County.....	1,099	613	74,989	65,609	6,544	2,970	2,293	1,025	224	20,384	219	8,906	
13	Dukes County.....	142	118	10,960	10,746	1,155	402	338	123	26	4,463	33	707	
14	Essex County.....	6,354	4,268	541,320	502,026	61,589	26,616	19,525	5,315	1,598	146,586	1,052	45,888	
15	Beverly.....	305	213	30,158	28,510	2,941	1,279	919	246	71	9,448	47	1,726	
16	Gloucester.....	356	233	29,243	27,439	3,324	1,313	1,049	286	93	7,930	52	1,573	
17	Haverhill.....	598	424	53,011	49,929	5,836	2,468	1,892	514	122	12,565	86	3,278	
18	Lawrence.....	1,193	739	94,443	85,561	11,230	4,766	3,610	1,007	379	21,983	168	6,822	
19	Lynn.....	1,183	787	116,920	108,268	13,689	6,094	4,467	967	296	32,250	194	10,255	
20	Newburyport.....	222	164	19,292	18,070	2,108	913	648	187	47	5,223	36	1,024	
21	Peabody.....	268	174	18,101	16,403	1,790	859	591	236	62	5,066	54	2,471	
22	Salem.....	538	416	62,277	59,611	8,420	3,318	2,450	397	122	11,949	92	4,127	
23	Remainder of County.....	1,691	1,117	117,875	108,235	12,251	5,606	3,899	1,475	406	40,172	323	14,502	
24	Franklin County.....	696	454	54,557	50,133	5,609	2,298	1,851	607	112	12,612	95	3,251	
25	Hampden County.....	4,257	2,845	467,801	432,253	54,773	21,911	16,464	3,480	737	145,774	753	32,546	
26	Chicopee.....	507	295	36,077	31,791	3,509	1,443	1,009	465	131	11,734	93	3,967	
27	Holyoke.....	680	492	71,952	67,884	9,056	3,698	2,680	541	160	16,830	117	5,891	
28	Springfield.....	1,893	1,339	241,322	230,446	31,100	12,417	9,446	1,450	423	51,763	315	14,888	
29	Westfield.....	311	189	33,838	31,962	3,779	1,418	1,160	248	44	6,870	40	1,640	
30	Remainder of County.....	866	530	77,612	70,170	7,426	2,934	2,171	776	181	18,577	185	6,160	
31	Hampshire County.....	941	611	79,380	72,286	7,886	3,313	2,466	837	177	19,454	162	5,661	
32	Northampton.....	325	237	36,242	34,206	4,154	1,676	1,279	273	59	7,923	42	2,015	
33	Remainder of County.....	616	374	43,138	38,080	3,732	1,637	1,187	564	118	11,531	120	3,646	
34	Middlesex County.....	9,923	6,755	1,109,006	1,044,778	120,503	48,917	36,124	7,837	2,464	293,594	1,380	73,443	
35	Cambridge.....	1,234	880	173,520	166,298	20,301	7,942	6,042	875	305	43,170	264	16,287	
36	Everett.....	443	275	27,668	24,190	2,701	1,203	845	355	141	9,701	66	2,519	
37	Lowell.....	1,077	719	102,357	95,797	12,918	5,660	4,204	814	321	25,757	180	8,255	
38	Malden.....	627	415	69,131	65,447	7,708	2,932	2,229	508	157	15,556	68	3,859	
39	Marlborough.....	212	146	15,817	14,513	1,464	621	435	189	34	4,469	43	1,201	
40	Medford.....	450	310	60,398	57,556	5,447	2,183	1,630	352	126	19,014	35	1,914	
41	Melrose.....	190	138	19,715	18,671	1,815	792	525	154	53	7,860	18	564	
42	Newton.....	627	429	90,258	86,232	10,456	4,144	3,015	452	135	26,212	66	3,870	
43	Somerville.....	865	529	75,784	68,950	8,142	3,159	2,359	682	297	21,294	129	6,104	
44	Waltham.....	484	372	68,184	65,402	7,924	3,342	2,236	366	100	13,975	60	3,512	
45	Woburn.....	239	147	21,273	18,651	1,993	846	637	213	57	6,337	18	973	
46	Remainder of County.....	3,475	2,395	384,901	363,071	39,634	16,093	11,967	2,677	738	100,449	433	24,385	
47	Nantucket County.....	85	75	7,245	7,137	961	371	293	70	14	2,014	26	1,384	
48	Norfolk County.....	3,758	2,600	415,603	393,747	46,616	18,603	13,669	2,860	762	105,116	494	31,204	
49	Quincy.....	863	637	117,299	112,931	14,543	5,660	4,015	602	179	26,796	125	9,670	
50	Remainder of County.....	2,895	1,963	298,304	280,816	32,073	12,943	9,654	2,258	583	78,320	369	21,534	
51	Plymouth County.....	2,668	1,810	228,182	212,522	23,938	9,928	7,357	2,272	544	62,771	482	17,644	
52	Brockton.....	835	575	86,270	81,768	10,399	4,257	3,137	617	181	20,629	129	4,793	
53	Remainder of County.....	1,833	1,235	141,912	130,754	13,539	5,671	4,220	1,655	363	42,142	353	12,851	
54	Suffolk County.....	10,447	7,189	1,439,098	1,372,226	197,819	77,820	63,280	7,871	2,769	347,286	1,906	135,113	
55	Boston.....	9,402	6,470	1,342,695	1,287,609	188,945	74,059	60,580	6,753	2,363	311,625	1,703	126,054	
56	Chelsea.....	518	312	39,028	34,194	3,687	1,446	1,031	448	170	12,083	71	2,915	
57	Ravenshoe.....	425	271	33,665	30,611	3,511	1,488	1,128	362	117	9,280	110	5,529	
58	Remainder of County.....	302	136	23,710	19,812	1,676	827	541	308	119	14,298	22	615	
59	Worcester County.....	6,025	4,065	578,508	538,408	63,251	25,989	19,281	4,977	1,309	147,085	1,046	42,420	
60	Fitchburg.....	538	390	60,650	56,986	6,814	2,707	2,033	388	130	14,423	82	3,436	
61	Gardner.....	240	172	22,344	21,338	2,456	1,009	718	188	43	5,960	33	1,072	
62	Leominster.....	299	209	26,769	25,105	2,619	1,119	818	241	53	7,471	51	1,833	
63	Worcester.....	2,197	1,515	266,501	252,237	33,728	13,259	10,252	1,697	499	61,766	371	18,476	
64	Remainder of County.....	2,751	1,779	202,244	182,742	17,634	7,895	5,460	2,463	584	57,465	509	17,603	

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
1,709	572,214	4,329	415,712	2,971	254,431	2,147	828,437	4,467	257,965	2,192	311,494	2,062	175,362	8,778	662,577	3,223	217,517	1
52	6,052	57	4,286	87	3,776	35	11,905	128	5,881	54	8,866	34	3,449	250	11,172	23	1,185	2
74	14,196	145	11,238	109	7,444	76	25,092	174	7,735	65	8,628	43	4,183	288	18,176	84	3,078	3
12	3,450	35	2,306	23	1,761	15	4,568	25	1,183	7	1,064	6	540	46	3,087	13	291	4
28	8,967	70	6,467	39	3,576	35	13,329	49	3,123	23	3,971	14	1,955	106	8,137	49	2,109	5
34	1,779	40	2,465	47	2,107	26	7,195	100	3,429	35	3,593	23	1,688	136	6,952	22	678	6
140	23,461	392	35,542	231	21,480	239	59,552	440	20,568	200	20,973	143	12,097	742	49,328	217	7,642	7
6	784	26	3,158	13	1,167	18	5,592	21	975	17	1,727	5	1,127	45	2,634	16	136	8
57	8,966	125	13,577	78	9,584	51	15,080	102	5,392	57	6,303	39	3,820	214	15,181	58	1,573	9
36	10,343	144	13,265	86	7,505	57	16,217	138	5,848	49	4,167	63	4,262	218	13,809	70	3,637	10
14	1,946	55	3,767	26	2,231	28	6,674	34	1,682	14	3,260	13	1,154	76	7,150	19	1,251	11
27	1,422	42	1,775	28	993	85	15,989	145	6,671	63	5,516	23	1,734	189	10,554	54	1,045	12
9	(D)	11	280	7	350	8	1,324	9	464	7	(D)	6	458	26	1,337	13
208	40,803	552	41,998	322	24,455	236	78,586	534	31,833	233	30,299	212	18,464	1,064	66,756	343	15,732	14
16	2,024	14	738	10	953	17	7,755	35	2,054	9	1,372	12	971	57	2,968	17	149	15
21	2,517	27	2,349	21	1,073	11	3,607	31	1,906	15	2,632	9	1,102	63	4,058	20	496	16
21	4,330	73	4,632	34	2,983	24	10,576	59	3,723	20	2,872	21	1,609	107	5,940	31	503	17
30	6,740	126	11,309	81	5,605	35	14,525	63	3,816	28	5,162	40	3,042	189	12,412	54	3,027	18
40	12,991	119	10,173	49	5,768	47	15,507	86	5,267	40	4,884	43	4,270	189	13,427	80	2,098	19
7	1,355	22	1,092	21	1,059	12	2,775	17	1,109	9	2,128	8	598	31	1,961	12	968	20
12	325	11	477	7	569	10	2,774	27	1,557	9	1,092	14	1,167	50	2,384	12	219	21
15	8,212	80	7,946	31	3,788	24	9,931	34	1,741	24	2,713	12	983	86	(D)	18	(D)	22
53	2,309	80	3,282	68	2,657	56	11,136	182	10,660	79	7,444	53	4,722	292	(D)	99	(D)	23
31	3,732	57	2,846	40	3,808	42	9,555	93	3,600	41	3,152	21	(D)	140	9,609	24	(D)	24
132	46,641	349	34,245	275	24,004	169	73,695	360	20,652	217	39,199	167	15,807	615	58,296	284	13,942	25
11	1,082	23	856	32	1,415	22	6,134	49	2,887	29	2,634	20	1,485	63	3,157	34	726	26
21	7,159	80	6,122	55	5,825	25	9,514	35	1,924	36	4,511	29	2,599	113	9,217	9	2,360	27
49	27,370	190	23,602	115	12,076	72	40,040	145	8,778	89	18,635	81	8,525	265	28,687	149	6,958	28
11	1,609	25	2,383	23	997	14	6,424	33	1,294	19	4,642	8	862	52	4,189	42	2,928	29
40	9,421	31	1,282	50	3,691	36	11,583	98	5,769	44	8,777	29	2,336	122	9,046	50	970	30
43	6,443	66	5,053	72	3,578	54	15,139	93	4,469	44	4,872	33	2,599	166	11,695	31	417	31
12	4,282	37	3,686	27	1,395	23	6,727	20	1,149	18	2,101	12	1,166	67	5,718	8	80	32
31	2,161	29	1,367	45	2,183	31	8,412	73	3,320	26	2,771	21	1,433	99	5,977	23	337	33
329	85,710	698	69,522	532	52,077	423	193,884	887	56,780	449	68,092	459	36,468	1,663	127,343	639	52,093	34
37	15,359	91	8,916	64	12,832	38	27,383	92	6,882	35	7,390	58	4,187	191	16,604	59	14,510	35
10	1,109	22	803	27	1,678	17	3,859	32	2,093	14	1,113	25	1,544	65	2,738	24	511	36
34	11,404	87	8,880	51	6,560	25	12,042	81	4,489	38	4,098	45	3,160	175	15,737	40	2,175	37
14	7,406	58	5,278	36	3,945	23	12,719	57	2,781	24	4,566	30	2,261	116	6,680	44	4,080	38
8	885	21	1,171	14	652	13	2,198	11	661	7	789	10	606	38	3,008	13	179	39
15	3,910	22	1,754	24	1,409	18	13,230	30	2,580	32	3,379	30	1,878	74	5,918	44	5,412	40
9	663	12	526	7	782	5	3,000	19	1,077	15	1,342	8	729	29	2,932	15	240	41
22	4,306	29	13,154	30	3,132	25	16,061	56	4,738	31	3,328	34	4,125	128	9,269	71	2,063	42
28	4,360	52	2,450	31	2,422	32	18,826	49	4,322	26	3,216	50	3,063	115	8,220	56	1,507	43
23	11,161	57	4,127	31	3,956	24	11,755	36	2,210	22	7,291	18	1,843	86	7,857	27	497	44
8	1,211	19	1,133	17	959	10	2,605	26	1,702	13	1,954	6	526	55	3,663	10	210	45
121	23,936	228	21,330	200	13,750	193	70,206	398	23,245	192	29,626	145	12,546	591	44,717	236	20,711	46
3	(D)	5	273	2	72	4	667	4	288	4	(D)	2	(D)	19	713	2	(D)	47
123	22,137	313	27,890	208	12,994	196	79,816	391	22,369	186	34,086	181	14,727	609	47,168	295	18,096	48
29	15,149	85	8,538	52	4,459	43	17,038	90	4,717	31	11,288	43	3,221	152	11,524	34	4,899	49
94	6,988	228	19,352	156	8,535	153	62,778	301	17,652	155	22,798	138	11,506	457	35,644	261	13,197	50
95	15,189	216	13,977	137	8,639	147	36,194	254	13,035	131	16,196	81	7,653	453	31,410	128	5,465	51
25	8,110	104	8,353	48	4,476	36	12,186	64	4,714	46	5,288	22	3,214	127	11,014	49	3,493	52
70	7,079	108	5,624	89	4,163	111	24,008	190	8,321	85	10,908	59	4,439	326	20,405	79	1,972	53
298	263,442	1,016	126,180	561	61,083	228	145,162	479	34,884	314	35,472	469	39,601	1,840	163,781	767	87,094	54
265	260,298	924	122,396	509	57,596	198	131,240	406	29,401	259	29,754	416	35,682	1,669	153,985	690	84,664	55
13	1,346	51	2,198	22	1,656	15	6,604	26	2,263	24	3,110	22	1,753	77	4,718	27	382	56
8	313	24	665	16	1,224	12	5,751	31	2,456	17	2,149	15	1,120	49	5,526	26	1,652	57
12	1,485	17	921	14	607	3	1,567	16	764	14	459	16	1,046	45	1,552	24	396	58
172	43,578	452	42,382	388	30,671	290	97,866	621	35,407	247	39,370	211	18,114	903	69,784	386	11,831	59
15	4,676	53	4,538	24	3,099	28	10,603	52	4,423	27	4,130	24	1,905	79	7,910	24	1,507	60
8	2,216	22	1,209	14	967	17	4,464	20	1,033	14	1,413	12	971	43	2,947	14	92	61
9	1,569	17	1,333	25	1,335	22	5,216	24	1,531	11	1,510	10	753	51	3,409	26	809	62
47	28,315	200	28,059	138	16,479	70	41,983	200	12,603	86	17,230	80	7,759	316	27,767	190	6,064	63
93	6,802	160	7,243	187	8,791	153	35,600	325	15,817	109	15,087	85	6,726	414	27,751	132	3,359	64

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

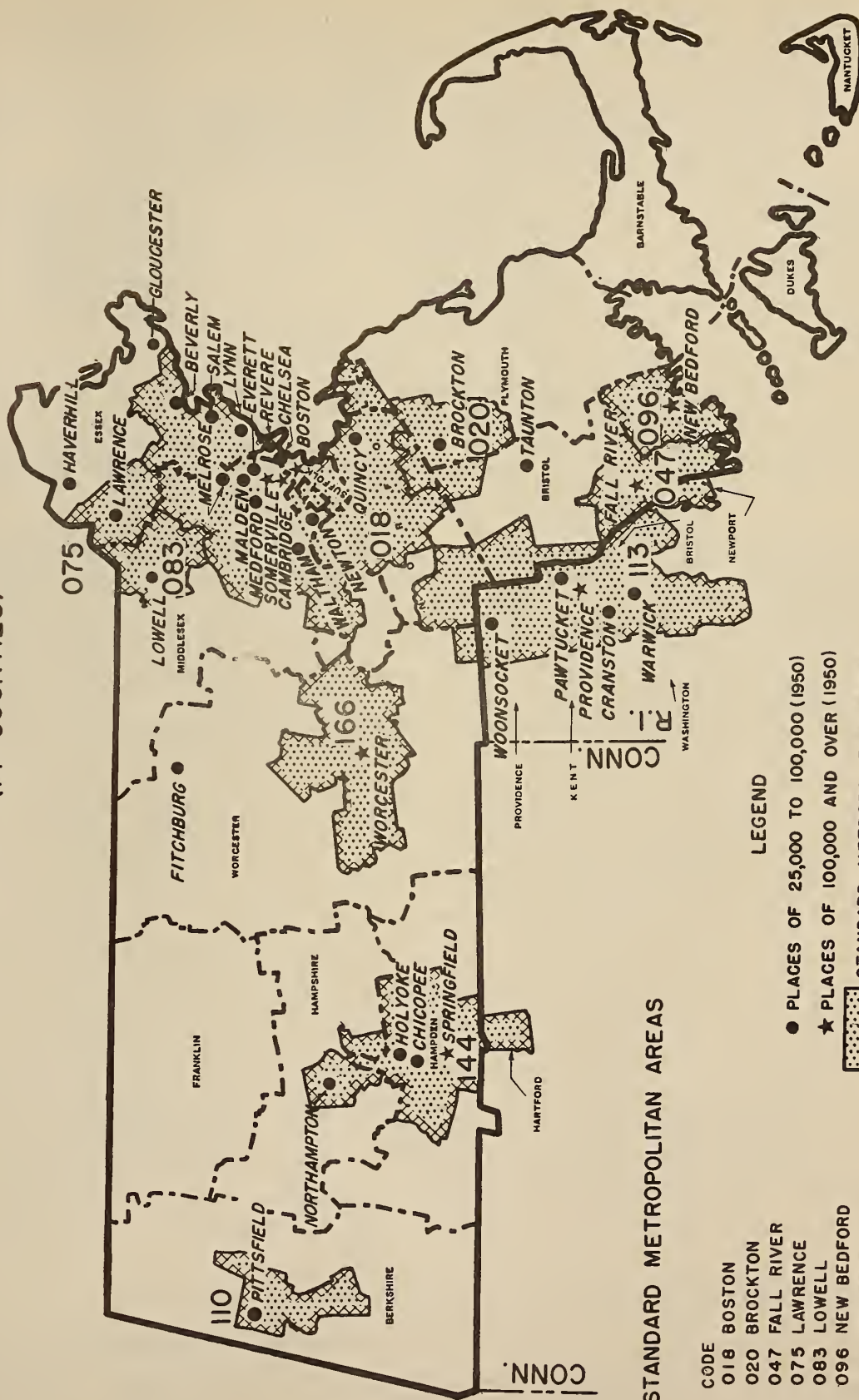
Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

MASSACHUSETTS (14 COUNTIES)



STANDARD METROPOLITAN AREAS

CODE

- 018 BOSTON
- 020 BROCKTON
- 047 FALL RIVER
- 075 LAWRENCE
- 083 LOWELL
- 096 NEW BEDFORD
- 110 PITTSFIELD
- 113 PROVIDENCE, R.I.
- 144 SPRINGFIELD - HOLYOKE
- 166 WORCESTER

LEGEND

● PLACES OF 25,000 TO 100,000 (1950)

★ PLACES OF 100,000 AND OVER (1950)



STANDARD METROPOLITAN AREAS

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Central Business District Bulletins <input type="checkbox"/> Census Volumes	Wholesale Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes	Selected Service Trades <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes
<input type="checkbox"/> Public Merchandise Warehouses <input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

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1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-22

MICHIGAN

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
MICHIGAN

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	67,968	50,304	8,133,776	7,742,178	68,363	48,040	5,837,922	5,477,463
Food stores.....	14,546	9,434	1,932,367	1,782,819	17,840	10,041	1,326,918	1,154,883
Eating, drinking places.....	13,476	11,858	589,765	564,723	13,423	11,036	445,514	420,179
General merchandise group.....	2,236	1,768	867,759	837,779	1,957	1,531	722,005	714,393
Apparel, accessories stores.....	4,695	4,101	479,037	469,687	4,530	3,564	416,889	403,418
Furniture, home furnishings, appliance dealers.....	3,785	2,849	400,634	384,138	3,330	2,448	260,614	247,991
Automotive group.....	3,510	2,896	1,685,683	1,666,161	3,824	3,162	1,102,544	1,073,412
Gasoline service stations.....	8,170	6,104	569,253	514,359	8,526	5,470	347,888	289,101
Lumber, bldg. matls., hardware, farm equipment dealers..	4,861	3,853	656,409	633,795	4,910	3,895	509,759	490,234
Drug stores, proprietary stores.....	2,394	2,230	313,263	308,905	2,331	2,090	232,218	226,903
Other retail stores.....	7,389	4,625	484,471	441,159	7,516	4,652	452,592	416,134
Nonstore retailers.....	2,906	586	155,135	118,653	176	151	40,981	40,815

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Michigan, total.....	67,968	50,304	8,133,776	7,742,178	874,342	322,949	251,382	74,320	14,546	1,932,367	13,476	589,765
2	Alcona County.....	102	52	5,761	4,757	272	107	95	121	29	1,498	19	387
3	Alger County.....	119	89	7,980	7,330	639	329	262	125	32	2,874	31	664
4	Munising.....	63	51	5,532	5,166	474	240	195	70	13	1,806	13	373
5	Remainder of County.....	56	38	2,448	2,164	165	89	67	55	19	1,068	18	291
6	Allegan County.....	542	392	42,198	38,686	3,340	1,334	1,066	646	111	10,164	104	3,113
7	Allegan.....	102	72	10,074	9,212	823	292	225	118	21	2,045	16	413
8	Oshtemo.....	52	44	4,753	4,421	404	170	135	56	10	911	8	309
9	Plainwell.....	54	46	6,160	6,026	554	189	162	64	10	1,290	8	445
10	Remainder of County.....	334	220	21,211	19,027	1,559	683	544	408	70	5,918	72	1,946
11	Alpena County.....	291	213	25,629	24,169	2,458	1,150	894	298	66	7,062	53	1,991
12	Alpena.....	224	168	22,220	21,196	2,201	1,012	773	219	44	6,131	40	1,328
13	Remainder of County.....	67	45	3,409	2,973	257	138	121	79	22	931	13	663
14	Antrim County.....	156	106	7,803	6,667	531	237	174	172	27	2,563	35	648
15	Arenac County.....	150	102	9,675	8,607	773	373	303	173	24	2,123	40	1,208
16	Baraga County.....	72	58	4,745	4,367	351	187	144	69	14	1,671	19	492
17	Barry County.....	271	205	24,429	23,181	2,052	821	638	293	55	6,075	40	1,257
18	Hastings.....	126	106	15,754	15,426	1,496	546	434	133	19	3,595	15	510
19	Remainder of County.....	145	99	8,675	7,755	556	275	204	160	36	2,480	25	747
20	Bay County.....	1,039	771	102,171	95,913	10,190	4,142	3,168	1,150	239	24,376	214	7,510
21	Bay City.....	743	577	82,216	78,336	8,801	3,556	2,728	797	165	17,667	142	5,537
22	Essexville.....	39	23	1,818	1,464	106	67	56	44	14	913	7	200
23	Remainder of County.....	257	171	18,137	16,113	1,283	519	384	309	60	5,796	65	1,773
24	Benzie County.....	150	100	7,930	6,650	540	254	188	183	34	2,184	34	583
25	Berrien County.....	1,472	1,114	151,101	143,711	15,892	5,821	4,540	1,600	288	38,628	290	11,579
26	Benton Harbor.....	365	285	45,050	43,648	5,194	1,874	1,440	580	59	9,491	63	2,535
27	Buchanan.....	79	61	9,213	8,695	868	300	251	92	15	2,284	13	363
28	Miles.....	210	168	24,409	23,613	2,778	1,067	849	216	39	5,847	41	2,389
29	St. Joseph.....	150	124	19,796	19,064	2,373	846	651	153	19	5,293	33	1,557
30	Remainder of County.....	668	476	52,543	48,691	4,679	1,734	1,349	759	156	15,713	140	4,735
31	Branch County.....	383	267	32,541	30,565	2,793	1,140	908	418	66	7,530	55	1,672
32	Coldwater.....	185	129	19,866	18,946	1,866	713	587	195	30	4,063	22	724
33	Remainder of County.....	198	138	12,675	11,619	927	427	321	223	36	3,467	33	948
34	Calhoun County.....	1,227	981	138,184	133,404	15,390	5,886	4,596	1,290	227	35,814	217	9,487
35	Albion.....	139	117	16,549	16,177	1,525	635	448	144	21	3,337	31	1,008
36	Battle Creek.....	665	541	86,754	84,182	10,562	3,879	3,068	673	124	22,518	112	4,847
37	Marshall.....	129	101	13,461	13,025	1,390	584	470	143	17	2,918	19	1,894
38	Remainder of County.....	294	222	21,420	20,020	1,913	788	610	330	65	7,041	55	1,738
39	Cass County.....	315	219	22,363	20,325	1,897	779	550	351	77	6,839	63	1,932
40	Dowagiac.....	109	83	8,882	8,166	754	329	228	107	30	2,828	14	356
41	Remainder of County.....	206	136	13,481	12,159	1,143	450	322	244	47	4,011	49	1,576
42	Charlevoix County.....	204	148	14,461	13,249	1,060	442	376	221	39	3,450	39	880
43	Bozette City.....	62	42	4,352	3,980	340	151	127	63	14	1,113	6	207
44	Charlevoix.....	71	59	4,966	4,766	423	151	128	76	13	1,296	15	331
45	Remainder of County.....	71	47	5,143	4,503	297	140	121	82	12	1,041	18	342
46	Cheboygan County.....	246	168	14,475	12,879	1,319	547	447	273	51	3,562	62	1,791
47	Cheboygan.....	138	92	10,629	9,555	964	390	325	149	32	2,586	22	871
48	Remainder of County.....	108	76	3,846	3,324	355	157	122	124	19	976	40	920
49	Chippewa County.....	346	246	32,093	29,849	3,188	1,335	1,055	388	73	8,924	88	3,309
50	Sault Ste. Marie.....	200	166	25,955	25,169	2,809	1,130	895	223	40	6,935	41	1,942
51	Remainder of County.....	146	80	6,138	4,680	379	205	160	165	33	1,989	47	1,367
52	Clare County.....	200	138	13,276	12,104	1,070	524	430	228	27	2,916	48	1,190
53	Clinton County.....	301	225	25,685	23,637	1,979	823	628	336	57	6,021	50	1,306
54	St. Johns.....	111	89	12,589	12,025	1,054	423	320	117	17	2,656	16	468
55	Remainder of County.....	190	136	13,096	11,632	925	400	308	219	40	3,365	34	838
56	Crawford County.....	92	64	5,514	5,032	481	213	170	109	13	1,199	27	829
57	Delta County.....	408	310	32,922	30,652	3,050	1,356	1,070	414	88	9,098	103	2,605
58	Escondido.....	235	185	22,142	21,204	2,288	977	777	231	46	5,843	54	1,330
59	Gladstone.....	73	51	5,549	4,941	388	188	142	79	17	1,808	14	349
60	Remainder of County.....	100	74	5,231	4,507	374	191	151	104	25	1,447	35	931
61	Dickinson County.....	351	225	23,888	21,310	1,976	971	713	379	77	6,252	60	1,315
62	Iron Mountain.....	177	137	16,237	15,411	1,472	706	519	196	27	3,877	31	727
63	Kingsford.....	55	27	2,588	2,160	199	105	76	59	21	767	3	102
64	Norway.....	62	32	3,003	2,459	221	108	84	66	13	821	7	159
65	Remainder of County.....	57	29	2,060	1,280	84	52	34	58	16	787	19	327
66	Eaton County.....	449	345	36,342	34,192	2,927	1,254	933	499	96	9,945	76	1,960
67	Charlotte.....	135	95	13,356	12,354	1,199	483	379	137	31	2,945	21	493
68	Eaton Rapids.....	73	61	6,813	6,523	529	250	177	81	15	2,029	12	406
69	Grand Ledge.....	66	62	6,482	6,340	497	201	152	78	14	2,056	9	242
70	Remainder of County.....	175	127	9,691	8,975	702	320	225	203	36	2,915	34	819

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
2,236	867,759	4,695	479,037	3,785	400,634	3,510	1,685,683	8,170	569,253	4,861	656,409	2,394	313,263	7,389	484,471	2,906	155,135	1
5	238	3	32	2	(D)	8	2,162	16	322	11	632	4	370	3	54	2	(D)	2
10	968	7	416	5	172	5	1,100	14	670	7	(D)	3	(D)	5	618	3
2	(D)	5	(D)	5	172	5	1,100	6	442	6	245	3	(D)	5	618	4
8	(D)	2	(D)	8	228	1	(D)	5
22	2,134	26	1,058	39	1,464	44	9,919	55	3,022	71	6,132	10	890	44	3,809	16	493	6
4	(D)	5	366	11	535	14	3,114	9	713	9	786	2	(D)	8	935	3	(D)	7
2	(D)	4	144	5	259	5	1,721	6	329	6	436	2	(D)	4	(D)	8
3	134	3	189	2	(D)	9	2,455	5	364	6	681	2	(D)	3	(D)	3	79	9
13	953	14	359	21	(D)	16	2,629	35	1,616	50	4,229	4	259	29	2,290	10	(D)	10
16	2,982	18	1,264	12	1,089	22	4,422	25	1,719	24	2,162	8	904	37	1,674	10	360	11
14	(D)	17	(D)	9	1,005	18	4,062	17	1,192	17	1,963	8	904	31	1,462	9	(D)	12
2	(D)	1	(D)	3	84	4	360	8	527	7	199	6	212	1	(D)	13
10	354	3	93	5	126	8	387	30	958	17	1,571	6	337	15	766	14
10	634	2	(D)	6	354	9	2,299	28	786	20	1,360	3	255	6	468	2	(D)	15
5	397	2	(D)	2	(D)	4	723	10	430	11	579	2	(D)	3	(D)	16
11	1,135	12	821	15	1,114	18	5,196	38	1,907	30	3,880	10	911	37	2,042	5	91	17
6	945	10	(D)	9	820	13	4,314	13	918	12	1,989	4	620	22	1,211	3	(D)	18
5	190	2	(D)	6	294	5	882	25	989	18	1,891	6	291	15	831	2	(D)	19
30	10,661	85	6,072	68	8,776	45	18,353	108	7,066	74	9,159	35	3,758	102	4,814	39	1,626	20
22	10,394	79	5,929	49	7,194	29	15,108	69	5,377	44	6,448	29	3,235	82	4,161	33	1,166	21
2	(D)	6	145	3	106	2	(D)	2	(D)	3	66	22
6	(D)	6	143	13	1,437	16	3,245	36	1,583	28	(D)	4	(D)	17	587	6	460	23
11	671	3	150	4	126	11	1,333	17	734	13	(D)	3	383	18	682	2	(D)	24
49	11,797	92	7,187	95	7,262	91	26,305	194	11,219	117	18,153	47	6,052	158	10,723	51	2,196	25
13	5,443	41	4,149	37	2,701	27	8,426	38	2,468	25	4,138	14	2,132	41	3,305	7	262	26
3	221	5	253	5	822	5	1,582	9	910	6	307	2	(D)	10	(D)	6	297	27
7	2,232	16	961	15	1,142	16	6,242	27	2,394	13	1,715	5	554	26	946	5	77	28
5	2,318	19	1,403	8	1,196	6	2,713	17	1,352	13	1,299	6	1,161	19	(D)	5	(D)	29
21	1,583	11	421	30	1,401	37	7,342	103	4,095	60	10,694	20	(D)	62	3,659	28	(D)	30
19	2,030	10	912	20	1,113	28	7,572	62	2,825	41	3,989	10	961	42	3,490	21	447	31
9	1,608	13	660	12	789	17	5,259	30	1,405	15	2,294	4	575	23	2,276	10	213	32
10	422	6	252	8	324	11	2,313	32	1,420	26	1,695	6	386	19	1,214	11	234	33
44	13,923	103	8,305	78	7,513	62	24,343	167	12,063	87	10,125	47	5,202	156	9,875	39	1,534	34
4	929	15	770	11	993	11	4,703	16	1,411	11	1,282	4	490	15	1,626	35
26	11,957	69	6,534	40	4,998	33	14,504	88	6,514	28	4,636	30	3,231	93	5,849	22	1,166	36
3	398	12	698	11	482	9	3,142	16	980	15	1,527	5	560	16	622	6	240	37
11	639	7	303	16	1,040	9	1,994	47	3,158	33	2,680	8	921	32	1,778	11	128	38
10	520	14	892	26	859	17	4,490	38	1,866	25	2,283	8	755	31	1,889	6	38	39
3	214	11	765	9	330	6	1,974	11	634	7	620	5	455	11	(D)	2	(D)	40
7	306	3	127	17	529	11	2,516	27	1,232	18	1,663	3	300	20	(D)	4	(D)	41
13	509	14	454	12	494	17	2,230	25	1,543	20	1,461	5	395	17	(D)	3	(D)	42
2	(D)	6	216	5	118	5	989	7	397	8	627	2	(D)	4	343	3	(D)	43
3	(D)	5	156	3	(D)	9	1,132	7	781	4	355	1	(D)	11	440	44
6	318	3	82	4	(D)	3	109	11	365	8	479	2	(D)	2	(D)	45
4	(D)	11	521	9	256	19	2,475	41	2,049	22	1,533	7	639	19	850	1	(D)	46
2	(D)	11	521	9	256	13	2,278	21	1,234	14	1,224	4	(D)	10	508	47
2	(D)	6	197	20	815	8	309	3	(D)	9	342	1	(D)	48
15	4,635	14	1,036	10	965	15	5,688	45	2,411	30	2,187	7	608	41	2,021	8	109	49
7	4,308	14	1,036	9	(D)	12	5,507	17	1,355	16	1,447	7	608	31	1,771	6	(D)	50
8	327	1	(D)	3	181	28	1,256	14	740	10	250	2	(D)	51
14	1,073	5	168	15	750	9	2,267	36	1,594	22	2,170	6	568	14	550	52
12	1,081	15	742	15	831	26	6,391	46	2,667	39	4,881	8	554	20	978	13	233	53
4	613	10	636	6	487	10	3,902	18	1,511	12	1,648	2	(D)	10	(D)	6	153	54
6	468	5	106	9	344	16	2,489	28	1,356	27	3,233	6	(D)	10	(D)	7	80	55
3	122	5	216	1	(D)	5	1,297	20	963	4	437	2	(D)	12	226	56
15	3,177	26	1,954	25	1,748	24	5,009	50	2,139	31	3,042	10	864	23	2,037	13	1,285	57
6	1,995	21	1,740	18	1,464	16	3,773	25	1,136	19	1,989	8	638	14	1,139	8	1,095	58
2	(D)	5	214	7	284	7	(D)	7	434	5	291	2	(D)	5	637	2	(D)	59
7	(D)	1	(D)	18	569	7	762	...	(D)	4	261	3	(D)	60
15	3,159	26	1,585	17	1,108	22	4,555	55	1,879	21	1,949	8	550	39	1,432	11	104	61
8	2,706	21	1,547	9	676	13	3,111	22	897	16	1,440	5	365	21	840	4	51	62
...	3	73	5	776	11	223	2	(D)	1	(D)	5	(D)	4	22	63
3	229	5	38	5	359	2	(D)	11	346	2	(D)	2	(D)	11	372	1	(D)	64
4	224	2	(D)	11	413	1	(D)	2	(D)	2	(D)	65
28	1,701	20	1,016	33	1,985	25	8,768	63	3,277	48	4,494	17	1,256	31	1,562	12	358	66
5	755	9	460	8	683	8	4,590	13	939	13	1,446	5	533	15	(D)	7	(D)	67
8	452	4	(D)	4	69	5	1,422	5	429	9	758	2	(D)	9	868	68
2	(D)	6	383	7	478	4	1,284	14	665	7	953	2	(D)	1	(D)	69
13	(D)	1	(D)	14	755	8	1,472	31	1,244	19	1,337	8	381	6	348	5	(D)	70

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Emmet County.....	285	215	22,254	20,928	2,359	841	709	308	58	4,604	52	1,367
2	Petoskey.....	158	126	17,385	16,815	1,979	687	595	170	32	3,268	18	688
3	Remainder of County.....	127	89	4,869	4,113	380	154	114	138	26	1,336	34	679
4	Genesee County.....	2,863	2,241	419,861	407,351	43,980	15,761	12,337	3,160	533	94,127	545	26,524
5	Fenton.....	92	72	13,472	13,192	1,165	424	337	99	16	2,559	19	504
6	Flint.....	1,964	1,604	331,135	323,627	36,809	12,958	10,227	2,122	325	69,368	421	22,140
7	Mount Morris.....	71	49	6,593	5,959	475	181	146	76	16	2,071	10	309
8	Remainder of County.....	736	516	68,661	64,573	5,531	2,198	1,627	863	176	20,129	95	3,571
9	Gladwin County.....	122	84	8,624	7,656	578	265	201	146	28	2,190	20	589
10	Gogebic County.....	370	242	25,480	23,178	2,510	1,167	943	388	71	7,200	94	1,831
11	Bessemer.....	52	38	2,948	2,754	265	126	112	60	8	870	20	301
12	Ironwood.....	201	137	18,364	17,112	1,986	880	719	200	44	5,277	37	894
13	Wakefield.....	52	32	2,440	2,098	165	101	60	59	13	723	12	218
14	Remainder of County.....	65	35	1,728	1,214	94	60	52	69	6	330	25	418
15	Grand Traverse.....	378	284	43,046	41,052	4,470	1,756	1,419	379	76	8,883	61	2,489
16	Traverse City.....	295	227	39,771	38,321	4,193	1,625	1,321	286	56	8,033	39	1,591
17	Remainder of County.....	83	57	3,275	2,731	277	131	98	93	20	850	22	498
18	Grafton County.....	434	292	37,186	33,992	3,209	1,247	971	474	91	8,225	52	1,688
19	Alma.....	123	105	15,412	15,028	1,555	573	452	121	21	3,655	15	499
20	St. Louis.....	86	56	5,264	4,748	380	139	107	25	25	1,614	9	224
21	Remainder of County.....	225	131	16,510	14,216	1,274	478	380	246	45	2,956	28	965
22	Hillsdale County.....	387	269	33,299	30,575	2,738	1,090	851	431	61	7,292	51	1,421
23	Hillsdale.....	141	113	18,160	17,524	1,774	670	523	134	18	4,350	18	658
24	Remainder of County.....	246	156	15,139	13,051	964	420	328	297	43	2,942	33	763
25	Houghton County.....	505	323	34,398	30,760	2,918	1,475	1,182	541	127	12,214	126	2,849
26	Hancock.....	89	69	8,319	7,855	787	371	300	89	13	2,750	22	599
27	Houghton.....	93	57	6,671	5,875	648	323	278	102	15	1,308	24	498
28	Laurium.....	50	28	2,802	2,382	193	123	94	50	22	1,500	11	341
29	Remainder of County.....	273	169	16,606	14,648	1,290	658	510	300	77	6,656	69	1,411
30	Huron County.....	438	324	35,801	33,157	2,765	1,153	957	465	77	6,971	76	2,198
31	Bad Axe.....	88	68	10,561	9,925	912	357	293	88	14	1,960	9	305
32	Remainder of County.....	350	256	25,240	23,232	1,853	796	664	377	63	5,011	67	1,893
33	Ingham County.....	1,606	1,304	251,097	244,529	29,836	11,006	8,722	1,674	307	52,852	278	15,319
34	East Lansing.....	95	81	14,097	13,861	1,454	668	449	88	9	4,127	9	509
35	Lansing.....	1,094	900	195,657	191,047	24,946	8,975	7,257	1,124	208	36,712	197	12,285
36	Mason.....	85	57	10,402	10,000	891	320	256	96	19	3,188	12	336
37	Remainder of County.....	332	266	30,941	29,621	2,545	1,043	760	366	71	8,825	60	2,189
38	Ionia County.....	449	325	37,941	35,305	2,839	1,233	943	481	68	8,423	83	2,171
39	Belding.....	71	53	6,512	6,038	471	187	143	80	7	1,181	11	278
40	Ionia.....	148	104	16,159	15,215	1,266	408	327	143	26	3,692	15	498
41	Portland.....	53	47	5,738	5,566	471	223	171	59	6	1,049	9	324
42	Remainder of County.....	177	121	9,532	8,486	631	296	221	199	29	2,501	48	1,071
43	Iosco County.....	247	177	15,359	13,999	1,170	521	426	291	55	4,021	53	1,482
44	Iron County.....	210	162	16,795	15,829	1,487	664	516	245	38	4,825	54	1,095
45	Iron River.....	94	80	9,435	9,219	932	392	308	112	11	2,263	23	500
46	Remainder of County.....	116	82	7,360	6,610	555	272	208	133	27	2,962	31	595
47	Isabella County.....	299	207	26,807	24,833	2,596	1,027	832	316	51	6,105	49	1,955
48	Mount Pleasant.....	183	145	20,578	19,706	2,239	891	720	187	29	4,746	35	1,028
49	Remainder of County.....	116	62	6,229	5,127	357	136	112	129	22	1,359	14	927
50	Jackson County.....	1,196	908	128,578	122,090	13,493	5,307	4,091	1,248	243	29,321	243	9,814
51	Jackson.....	744	618	98,584	95,214	10,970	4,238	3,282	704	135	21,861	162	6,815
52	Remainder of County.....	452	290	29,994	26,876	2,523	1,069	809	544	108	7,460	81	2,999
53	Kalamazoo County.....	1,218	970	164,394	159,606	19,248	7,013	5,517	1,260	218	35,292	213	10,390
54	Kalamazoo.....	883	705	129,370	126,230	16,108	5,852	4,618	870	151	23,415	142	7,512
55	Remainder of County.....	335	265	35,024	33,376	3,140	1,161	899	390	67	11,877	71	2,878
56	Kelkaka County.....	57	37	3,102	2,718	173	92	77	65	15	924	9	321
57	Kent County.....	3,062	2,318	392,683	374,631	41,079	16,089	11,981	3,299	580	89,826	482	22,481
58	East Grand Rapids.....	12	10	917	(D)	69	33	21	13	1	(D)
59	Grand Rapids.....	2,295	1,747	315,724	301,856	35,229	13,711	10,303	2,416	438	67,895	364	18,284
60	Remainder of County.....	755	561	76,042	(D)	5,781	2,345	1,657	870	142	21,931	117	(D)
61	Keveensaw County.....	39	23	1,493	1,225	89	57	49	39	12	781	17	225
62	Lake County.....	76	48	3,495	2,879	327	178	138	87	19	1,127	17	662
63	Lapeer County.....	349	255	32,852	30,752	2,512	1,023	767	388	70	6,986	41	1,485
64	Lapeer.....	124	102	15,724	15,192	1,348	564	416	123	17	3,653	14	500
65	Remainder of County.....	225	153	17,128	15,560	1,164	459	351	265	53	3,333	27	985
66	Leelanau County.....	113	85	5,305	4,841	321	125	99	126	28	1,785	20	394
67	Lenawee County.....	827	605	78,924	74,184	7,079	2,952	2,250	890	145	18,095	151	5,405
68	Adrian.....	279	225	37,641	36,639	4,010	1,586	1,199	272	41	8,717	39	1,655
69	Hudson.....	71	45	4,313	3,997	292	136	99	74	7	1,222	8	240
70	Tecumseh.....	81	69	10,703	10,399	952	406	329	89	13	1,957	15	990
71	Remainder of County.....	396	266	26,267	23,149	1,825	824	623	455	84	6,199	89	2,520

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

BY COUNTIES: CITIES OF 2500 INHABITANTS OR MORE—Continued

7

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
10	2,894	25	1,702	14	895	14	3,991	28	2,075	20	2,387	6	667	52	1,630	6	42	1	
6	2,638	23	(D)	11	(D)	8	3,349	14	1,546	9	1,691	3	512	30	1,174	4	(D)	2	
4	256	2	(D)	3	(D)	6	642	14	529	11	696	3	155	22	456	2	(D)	3	
89	34,482	199	27,761	194	28,747	173	97,601	368	30,245	199	38,001	116	16,228	318	19,202	129	6,943	4	
...	...	10	700	7	423	7	4,437	13	3,171	7	906	3	293	8	(D)	2	(D)	5	
56	31,932	160	25,112	143	26,211	112	76,926	241	18,771	100	25,615	90	13,512	223	15,221	93	6,327	6	
5	298	2	(D)	2	(D)	5	(D)	9	544	13	779	2	(D)	3	(D)	4	(D)	7	
28	2,252	27	(D)	42	(D)	49	(D)	105	7,759	79	10,701	21	(D)	84	3,348	30	542	8	
11	473	5	256	3	(D)	9	1,940	17	871	14	1,255	4	244	10	325	1	(D)	9	
17	2,821	21	1,426	17	1,853	22	3,495	53	2,088	32	2,792	5	633	31	1,007	7	334	10	
1	(D)	2	(D)	3	75	2	(D)	4	200	5	431	1	(D)	6	201	11	
8	2,251	14	1,181	14	1,778	16	2,567	24	1,132	19	1,915	3	(D)	16	697	6	(D)	12	
2	(D)	2	(D)	2	(D)	10	355	6	386	1	(D)	4	49	13	
6	332	3	52	2	(D)	15	401	2	60	5	60	1	(D)	14	
17	4,820	30	3,731	21	2,461	27	7,969	45	2,674	28	5,064	12	1,254	44	3,378	17	323	15	
10	4,426	29	(D)	18	2,211	25	(D)	31	2,179	24	4,701	11	(D)	37	3,132	15	(D)	16	
7	394	1	(D)	3	250	2	(D)	14	495	4	363	1	(D)	7	246	2	(D)	17	
18	2,052	27	1,271	27	1,679	31	7,725	51	4,633	56	6,973	14	912	46	1,421	21	604	18	
6	1,374	12	695	13	999	12	3,862	11	990	10	1,946	3	(D)	14	572	6	(D)	19	
1	(D)	10	357	4	225	5	1,050	6	311	10	762	2	(D)	9	358	5	53	20	
11	(D)	5	219	10	455	14	2,816	34	3,332	36	4,265	9	377	23	491	10	(D)	21	
21	2,432	15	837	33	2,235	25	5,907	67	2,899	44	5,926	8	635	54	3,553	8	92	22	
6	1,948	10	648	18	1,559	13	4,496	15	853	10	1,730	4	417	23	(D)	6	(D)	23	
15	484	5	189	15	676	12	1,411	52	2,046	34	4,266	4	218	31	(D)	2	(D)	24	
29	3,573	29	1,249	13	1,488	29	5,088	66	2,556	20	2,571	12	862	42	1,728	12	220	25	
6	851	11	474	2	(D)	9	1,777	5	291	4	452	4	218	12	634	1	(D)	26	
3	703	9	376	2	(D)	6	1,183	14	638	2	(D)	3	(D)	11	330	4	46	27	
2	(D)	1	(D)	2	(D)	6	294	2	(D)	2	(D)	2	(D)	28	
18	(D)	8	(D)	7	868	14	2,128	41	1,333	12	835	3	232	17	(D)	7	(D)	29	
22	1,918	27	1,450	23	984	26	9,097	56	3,886	61	6,458	17	1,094	43	1,098	10	647	30	
4	831	7	567	6	305	8	3,212	13	770	13	1,882	2	(D)	8	279	4	(D)	31	
18	1,087	20	883	17	679	18	5,885	43	3,116	48	4,576	15	(D)	35	819	6	(D)	32	
49	33,734	128	15,355	91	9,252	99	54,556	207	16,840	117	21,878	75	8,341	196	19,466	59	3,504	33	
5	(D)	14	1,867	2	(D)	5	312	19	3,886	5	233	7	1,121	16	1,366	4	38	34	
25	31,919	104	12,637	60	6,952	62	45,598	135	9,355	69	16,038	53	6,027	143	14,930	38	3,204	35	
3	(D)	4	138	5	293	11	3,578	7	550	11	1,203	2	(D)	6	176	5	79	36	
16	796	6	713	24	(D)	21	5,068	46	3,049	32	4,404	13	(D)	31	2,994	12	183	37	
19	1,805	24	1,062	33	1,329	44	12,073	56	2,907	55	5,185	12	1,079	43	1,714	12	193	38	
3	(D)	7	222	5	205	7	2,479	6	494	13	865	2	(D)	7	329	3	(D)	39	
6	910	9	602	17	632	15	6,328	20	993	13	935	3	455	19	1,047	5	67	40	
4	316	2	(D)	4	268	9	2,107	6	446	10	836	2	(D)	1	(D)	41	
6	(D)	6	(D)	7	224	13	1,159	24	974	19	2,549	5	223	17	338	3	35	42	
10	841	16	495	12	688	14	2,563	34	1,951	18	1,902	6	807	22	496	7	113	43	
12	2,118	17	555	3	61	17	3,084	23	1,084	16	2,723	7	532	18	552	5	166	44	
8	1,780	12	474	1	(D)	11	2,079	9	509	6	1,173	3	315	8	250	2	(D)	45	
3	338	5	81	2	(D)	6	1,005	14	575	10	1,550	4	217	10	302	3	(D)	46	
15	1,689	18	1,071	21	1,284	23	6,713	51	2,531	30	3,653	6	632	25	1,094	10	80	47	
7	1,405	17	(D)	11	808	19	6,331	25	1,532	16	2,272	4	(D)	16	923	4	42	48	
8	284	1	(D)	10	476	4	382	26	999	14	1,381	2	(D)	9	171	6	38	49	
23	13,910	71	8,808	63	6,403	77	24,835	147	9,309	100	10,843	39	4,729	162	9,728	28	878	50	
13	13,406	67	8,516	40	4,646	46	20,068	88	6,322	38	4,326	32	4,165	106	7,672	17	787	51	
10	504	4	292	23	1,757	31	4,767	59	2,987	62	6,517	7	564	56	2,056	11	91	52	
36	14,004	97	9,829	82	10,878	58	33,218	160	10,910	82	17,174	51	6,963	178	13,110	43	2,626	53	
20	13,045	92	9,488	59	9,302	41	28,154	110	7,775	46	11,935	37	5,509	151	10,826	34	2,409	54	
16	959	5	341	23	1,576	17	5,064	50	3,135	36	5,239	14	1,454	27	2,284	9	217	55	
4	201	4	108	1	(D)	2	(D)	9	437	4	175	2	(D)	7	113	56	
117	52,363	209	23,505	205	19,361	171	70,000	396	26,944	217	33,661	140	18,678	387	26,234	158	9,630	57	
1	(D)	1	(D)	2	(D)	3	250	1	(D)	1	(D)	2	(D)	58	
83	50,433	181	21,997	159	16,770	120	54,311	255	19,051	136	21,717	111	15,424	315	21,020	133	8,815	59	
33	(D)	27	(D)	44	(D)	51	15,689	138	7,643	80	(D)	28	(D)	72	5,214	23	(D)	60	
...	2	(D)	6	164	1	(D)	1	(D)	61	
12	200	2	(D)	1	(D)	10	376	4	540	2	(D)	8	185	1	(D)	62	
23	2,101	19	1,594	19	901	25	9,372	53	2,794	41	4,436	12	1,028	37	1,981	9	174	63	
5	940	11	1,183	10	600	8	3,905	20	1,511	14	1,784	5	530	20	1,118	64	
18	1,161	8	411	9	301	17	5,467	33	1,283	27	2,652	7	498	17	863	9	174	65	
7	338	2	(D)	7	373	3	273	19	716	8	492	5	217	12	657	2	(D)	66	
34	6,151	55	3,452	56	3,096	63	18,130	110	6,788	79	10,396	21	2,291	87	4,509	26	651	67	
11	4,543	32	2,193	19	1,911	22	8,293	36	3,016	20	3,171	5	1,093	39	2,551	15	498	68	
6	625	5	71	6	78	6	759	8	477	7	260	2	(D)	10	(D)	4	40	69	
8	284	5	268	5	399	6	2,463	9	830	9	2,526	3	426	13	560	70	
12	699	13	920	26	708	29	6,615	57	2,425	43	4,439	11	(D)	25	(D)	7	113	71	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Livingston County.....	371	257	32,715	30,277	2,635	1,133	773	424	57	7,344	72	2,609
2	Howell.....	102	78	12,810	12,212	1,044	453	306	120	16	3,223	13	513
3	Remainder of County.....	269	179	19,905	18,065	1,591	680	467	304	41	4,121	59	2,096
4	Luce County.....	77	59	5,801	5,521	488	231	204	80	18	1,550	19	523
5	Newberry.....	57	49	5,270	5,146	446	198	176	56	11	1,399	10	275
6	Remainder of County.....	20	10	531	375	42	33	28	24	7	151	9	248
7	Mackinac County.....	209	153	10,643	9,475	912	480	399	233	46	3,687	57	1,765
8	St. Ignace.....	82	54	5,612	4,912	533	258	218	91	19	1,952	25	891
9	Remainder of County.....	127	99	5,031	4,563	379	222	181	142	27	1,735	32	874
10	Macomb County.....	2,032	1,486	237,650	223,964	21,304	8,266	5,961	2,324	426	70,699	398	16,861
11	Center Line.....	98	82	16,124	15,878	1,524	473	401	103	19	5,407	24	1,181
12	East Detroit.....	268	182	35,663	33,427	3,160	1,107	824	317	67	12,630	48	2,369
13	Mount Clemens.....	353	249	47,557	44,687	4,842	1,687	1,277	383	70	11,874	68	2,821
14	Romeo.....	54	44	5,630	5,468	387	175	125	56	6	1,820	5	211
15	Roseville.....	175	133	23,368	22,252	2,006	1,334	694	202	40	11,046	25	1,197
16	St. Clair Shores.....	242	180	30,490	28,964	2,577	1,020	756	281	50	9,391	49	2,161
17	Remainder of County.....	842	616	78,818	73,288	6,808	2,470	1,884	982	174	18,531	179	6,921
18	Manistee County.....	278	172	16,804	14,346	1,234	620	445	305	62	4,519	55	1,481
19	Manistee.....	164	116	12,270	11,238	1,037	501	352	174	35	3,322	29	933
20	Remainder of County.....	114	56	4,534	3,108	197	119	93	131	27	1,197	26	548
21	Marquette County.....	516	366	45,117	41,509	4,195	1,810	1,370	575	132	16,370	98	3,201
22	Ishpeming.....	123	97	10,996	10,444	1,111	482	363	128	22	3,388	22	828
23	Marquette.....	192	148	22,138	20,976	2,317	945	730	209	49	6,732	31	1,205
24	Negaunee.....	84	60	5,050	4,650	463	210	145	105	21	2,375	18	499
25	Remainder of County.....	117	61	6,933	5,439	304	173	132	133	40	3,875	27	669
26	Mason County.....	287	227	23,283	21,787	2,081	856	663	302	73	6,410	45	1,343
27	Ludington.....	162	128	15,283	14,523	1,455	597	457	167	40	4,241	26	801
28	Remainder of County.....	125	99	8,000	7,264	626	259	206	135	33	2,169	19	542
29	Meosota County.....	230	170	16,045	14,477	1,309	589	485	252	42	4,233	38	1,125
30	Big Rapids.....	116	96	9,719	9,309	914	406	339	123	12	2,219	19	634
31	Remainder of County.....	114	74	6,326	5,168	395	183	146	129	30	2,014	19	491
32	Menominee County.....	266	160	17,611	15,117	1,270	590	459	292	64	4,761	66	1,417
33	Menominee.....	141	85	10,911	9,411	853	381	311	154	36	3,241	34	757
34	Remainder of County.....	125	75	6,700	5,706	417	209	148	138	28	1,520	32	660
35	Midland County.....	364	270	41,046	38,676	3,971	1,521	1,203	390	92	11,607	55	2,016
36	Midland.....	254	194	34,274	32,750	3,580	1,335	1,055	255	58	9,426	35	1,341
37	Remainder of County.....	110	76	6,772	5,926	421	186	148	135	34	2,181	20	675
38	Missaukee County.....	73	51	5,877	5,475	371	160	127	79	17	1,592	7	190
39	Monroe County.....	736	528	75,014	70,690	7,454	2,745	2,075	766	146	17,237	151	5,728
40	Milan (part) ¹	17	13	1,447	1,371	108	41	29	17	2	(D)	1	(D)
41	Monroe.....	291	255	43,079	42,329	5,081	1,812	1,371	268	56	10,481	60	2,881
42	Remainder of County.....	428	260	30,488	26,990	2,265	892	675	481	88	(D)	90	(D)
43	Montcalm County.....	436	310	34,734	32,200	2,646	1,131	871	481	79	8,989	73	2,080
44	Greenville.....	124	100	11,607	11,053	1,079	434	339	121	23	3,519	13	452
45	Remainder of County.....	312	210	23,127	21,147	1,567	697	532	360	56	5,470	60	1,628
46	Montmorency County.....	82	54	5,271	4,595	391	167	145	98	19	1,285	30	589
47	Muskegon County.....	1,213	959	141,157	135,323	14,510	5,790	4,281	1,326	284	38,903	202	8,599
48	Muskegon.....	727	589	93,512	89,948	10,447	4,131	3,050	775	157	23,054	105	4,763
49	Muskegon Heights.....	164	134	20,509	19,855	2,046	763	601	184	34	6,954	34	1,019
50	Remainder of County.....	322	236	27,136	25,520	2,017	896	630	367	93	8,895	63	2,817
51	Newaygo County.....	254	178	17,896	16,562	1,404	602	446	278	51	4,663	44	1,158
52	Fremont.....	81	57	9,027	8,589	808	310	255	92	14	1,924	5	296
53	Remainder of County.....	173	121	8,869	7,973	596	292	191	186	37	2,739	39	862
54	Oakland County.....	3,845	2,927	596,986	575,332	63,993	24,027	18,180	4,148	725	144,100	644	38,442
55	Berkley.....	163	115	17,911	16,649	2,049	757	536	162	31	6,194	23	2,191
56	Birmingham.....	246	200	61,452	60,198	5,895	1,882	1,467	219	40	15,692	20	929
57	Clawson.....	73	55	6,824	6,326	651	269	174	76	16	2,714	8	317
58	Ferndale.....	290	226	58,645	56,581	6,259	2,066	1,498	297	62	10,998	36	1,992
59	Hazel Park.....	176	130	19,279	18,125	1,860	683	600	218	44	10,361	36	1,949
60	Holly.....	48	42	5,036	4,972	385	173	128	59	10	1,414	7	266
61	Huntington Woods.....	8	2	(D)	(D)	(D)	(D)	(D)	(D)	4	(D)
62	Northville (part) ²	5	1	(D)	(D)	(D)	(D)	(D)	(D)	2	(D)
63	Oak Park.....	73	39	9,449	8,831	620	219	155	96	16	3,030	5	138
64	Pleasant Ridge.....	11	9	1,778	(D)	407	127	108	8	2	(D)	2	(D)
65	Pontiac.....	884	644	133,615	128,443	15,849	5,718	4,372	928	148	31,491	164	10,215
66	Rochester.....	102	86	15,980	15,406	1,389	459	357	127	19	4,564	19	(D)
67	Royal Oak.....	547	417	90,269	86,829	9,734	3,355	2,620	546	103	22,292	72	4,465
68	Remainder of County.....	1,219	961	174,430	169,156	18,766	8,227	6,083	1,402	228	33,571	252	14,536
69	Oceana County.....	220	156	16,475	15,207	1,227	508	409	254	49	4,951	32	747
70	Ogemaw County.....	154	86	9,659	8,175	727	331	265	194	36	2,471	33	862
71	Ontonagon County.....	129	97	9,655	9,045	771	347	280	126	25	2,898	42	1,173
72	Oscoda County.....	192	128	12,326	11,054	984	435	343	217	35	2,862	29	778
73	Oscoda County.....	82	52	3,723	3,193	234	158	110	91	18	863	21	494

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹Milan is in Monroe and Washtenaw counties. ²Northville is in Oakland and Wayne counties.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
16	1,060	23	1,239	22	1,407	30	8,138	49	4,175	39	4,570	7	782	45	1,216	11	75	1	
2	(D)	12	762	6	496	11	4,511	16	1,146	9	1,144	3	342	10	(D)	4	18	2	
14	(D)	11	477	16	911	19	3,627	33	3,029	30	3,426	4	440	35	(D)	7	57	3	
2	(D)	7	350	4	182	6	1,537	6	303	8	577	3	373	4	(D)	4	
1	(D)	7	350	4	182	6	1,537	4	(D)	7	(D)	3	373	4	(D)	5	
1	(D)	2	(D)	1	(D)	(D)	6	
7	561	6	415	4	428	6	(D)	30	1,127	17	920	2	(D)	31	761	3	38	7	
2	(D)	4	(D)	4	428	2	(D)	6	370	10	563	1	(D)	6	243	3	38	8	
5	(D)	2	(D)	4	223	24	757	7	357	1	(D)	25	518	9	
53	9,342	118	9,256	109	8,755	104	47,766	284	20,894	166	29,709	54	7,659	204	11,589	116	5,120	10	
5	244	2	(D)	3	147	8	5,283	20	1,466	7	1,486	2	(D)	6	164	2	(D)	11	
5	(D)	13	(D)	12	990	7	4,943	37	2,929	25	7,100	9	1,371	24	1,045	21	618	12	
5	(D)	37	2,565	16	1,601	28	12,198	45	3,224	18	3,646	8	1,657	34	2,681	24	(D)	13	
2	(D)	5	191	9	372	4	1,345	9	548	3	432	2	(D)	5	298	4	44	14	
4	(D)	8	872	12	1,418	8	(D)	25	2,001	9	1,102	8	1,022	24	1,398	12	150	15	
3	(D)	11	879	12	1,304	10	(D)	26	2,458	21	1,697	7	749	31	1,541	22	688	16	
29	1,651	42	3,604	45	2,919	39	14,510	122	8,268	83	14,246	18	2,280	80	4,462	31	1,426	17	
15	1,635	14	694	14	935	16	2,728	40	1,593	20	1,561	8	643	34	1,015	18	
7	1,304	12	(D)	10	849	10	2,230	21	1,007	9	637	5	416	26	(D)	19	
8	331	2	(D)	4	86	6	...	19	586	11	924	3	227	8	(D)	20	
26	4,807	31	2,303	32	2,458	23	5,721	67	3,223	37	3,152	9	376	47	2,795	14	211	21	
9	1,469	10	621	13	900	7	1,902	16	751	6	316	3	(D)	12	516	3	(D)	22	
6	2,294	15	1,493	12	1,393	8	3,394	24	1,326	14	1,861	5	533	23	1,740	5	167	23	
1	(D)	5	(D)	5	(D)	6	(D)	9	435	6	436	1	(D)	6	403	6	(D)	24	
10	(D)	1	(D)	2	(D)	2	(D)	18	711	11	539	6	136	25	
12	1,939	20	942	21	1,347	17	4,387	31	1,429	25	3,204	8	734	32	1,520	3	20	26	
5	(D)	16	791	15	979	8	3,211	15	714	12	1,730	4	495	18	(D)	3	20	27	
7	(D)	4	151	6	368	9	1,176	16	715	13	1,474	4	239	14	(D)	28	
18	1,198	12	728	15	607	12	2,914	37	1,418	24	2,176	8	625	21	960	3	61	29	
4	694	12	728	12	(D)	9	(D)	18	809	12	1,111	4	424	11	447	3	61	30	
14	504	3	(D)	3	(D)	19	609	12	1,065	4	201	10	513	31	
9	1,452	6	189	8	682	15	2,956	39	2,106	24	1,933	4	236	27	1,867	4	12	32	
3	(D)	4	(D)	6	(D)	10	1,845	20	1,498	7	763	3	(D)	16	729	2	(D)	33	
6	(D)	2	(D)	2	(D)	5	1,111	19	608	17	1,170	1	(D)	11	1,138	2	(D)	34	
11	2,463	27	1,734	26	2,233	27	8,660	40	3,210	32	5,402	5	1,408	36	2,142	13	171	35	
2	(D)	26	(D)	20	(D)	21	7,747	26	2,587	19	4,282	3	(D)	28	1,973	9	(D)	36	
2	(D)	1	(D)	6	(D)	6	913	14	623	13	1,120	2	(D)	8	169	4	(D)	37	
9	304	1	(D)	3	241	2	(D)	15	562	13	1,133	1	(D)	5	(D)	38	
17	4,707	44	3,314	39	3,626	43	17,457	116	7,742	61	7,737	15	1,924	69	3,816	35	1,726	39	
...	3	30	3	(D)	6	273	1	(D)	1	(D)	40	
4	4,112	35	3,087	18	2,295	17	9,526	31	2,972	17	2,475	7	1,429	30	2,359	16	1,462	41	
13	595	9	227	18	1,301	23	(D)	79	4,497	43	(D)	8	495	38	(D)	19	264	42	
29	1,991	21	865	25	990	26	8,991	52	2,792	57	4,268	16	1,104	43	2,493	15	163	43	
7	977	12	661	9	406	10	2,285	11	681	14	1,225	5	556	18	(D)	2	(D)	44	
22	1,014	9	204	16	592	16	6,706	41	2,112	43	3,043	11	548	25	(D)	13	(D)	45	
5	146	4	(D)	11	524	8	1,922	3	295	2	(D)	46	
32	16,822	70	6,285	73	7,425	95	27,033	155	10,062	87	12,116	41	5,431	129	6,588	41	1,893	47	
23	15,503	51	5,559	45	5,000	58	14,999	86	5,780	54	7,870	27	3,424	91	5,058	22	502	48	
3	832	12	636	14	1,960	11	4,838	14	955	11	1,018	5	828	20	760	6	709	49	
6	487	3	90	14	465	26	5,196	55	3,327	22	3,228	9	1,179	18	770	13	682	50	
12	977	13	831	15	708	14	3,080	30	1,629	30	2,927	9	563	29	1,320	7	4	51	
4	482	7	646	9	503	5	2,228	4	390	11	1,330	2	(D)	18	1,038	2	(D)	52	
8	495	6	185	6	205	9	450	26	1,239	19	1,597	7	(D)	11	282	5	(D)	53	
100	92,042	279	36,242	247	26,831	206	120,046	499	41,357	337	43,791	126	21,124	442	30,800	240	12,211	54	
5	(D)	11	709	10	695	1	(D)	21	1,906	13	2,173	5	1,063	26	1,753	17	411	55	
11	1,951	34	6,893	25	2,646	10	21,543	24	2,534	16	2,268	13	3,536	41	3,013	12	447	56	
3	262	4	237	3	(D)	1	(D)	16	636	5	944	2	(D)	6	374	9	596	57	
7	7,085	31	3,188	27	4,035	13	16,587	34	3,060	16	2,789	12	1,689	37	4,526	15	3,336	58	
5	449	10	666	8	793	12	579	19	579	18	1,459	7	847	8	452	9	194	59	
3	(D)	2	(D)	4	250	5	1,178	5	433	7	797	1	(D)	4	(D)	60	
...	2	(D)	61	
...	2	(D)	62	
...	2	(D)	63	
...	2	(D)	64	
23	21,812	81	10,007	47	7,710	55	23,159	105	6,980	64	7,109	27	4,333	120	8,443	50	1,950	65	
3	(D)	10	751	9	658	7	5,995	13	907	8	1,177	4	557	10	215	66	
13	6,564	46	6,360	38	5,676	32	20,849	67	7,666	32	5,955	17	3,521	76	5,767	51	1,164	67	
27	(D)	47	6,225	70	3,875	67	29,790	186	(D)	142	18,339	32	4,324	108	5,006	60	1,366	68	
9	474	12	443	12	527	12	3,233	24	1,530	31	2,697	6	478	29	1,375	4	20	69	
18	952	7	372	7	451	8	1,721	15	780	20	1,405	3	376	5	(D)	2	(D)	70	
9	901	7	283	1	(D)	7	1,501	15	708	12	975	3	(D)	8	978	71	
14	833	4	148	14	486	7	2,134	33	1,589	23	1,788	6	382	20	1,241	7	85	72	
4	106	1	(D)	3	(D)	2	(D)	8	437	12	629	2	(D)	7	402	4	16	73	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total					Kind-of-business group						
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Otsego County.....	125	89	9,034	8,298	693	282	243	142	23	2,069	27	729
2	Ottawa County.....	868	612	84,086	78,680	7,896	3,292	2,303	1,005	169	20,637	121	3,750
3	Grand Haven.....	165	125	19,499	18,677	1,805	731	570	209	25	5,821	25	800
4	Holland.....	298	218	34,347	32,711	3,645	1,540	1,050	320	49	6,936	33	1,115
5	Zeeland.....	79	53	6,704	6,150	566	270	153	81	16	1,486	8	310
6	Remainder of County.....	326	216	23,536	21,142	1,880	751	530	395	79	6,394	55	1,525
7	Presque Isle County.....	168	102	9,834	8,322	700	307	241	173	39	3,027	37	889
8	Rogers City.....	76	58	5,968	5,540	464	199	164	79	10	1,563	14	363
9	Remainder of County.....	92	44	3,866	2,782	236	108	77	94	29	1,464	23	526
10	Roscommon County.....	228	150	10,290	8,622	669	364	292	294	45	3,061	66	1,495
11	Saginaw County.....	1,520	1,170	187,884	179,732	19,732	7,609	5,833	1,617	318	37,510	293	12,589
12	Saginaw.....	1,110	848	147,648	141,634	16,457	6,085	4,814	1,147	242	28,596	195	8,375
13	Remainder of County.....	410	322	40,236	38,298	3,275	1,524	1,019	470	76	8,914	98	4,214
14	St. Clair County.....	1,099	781	110,875	104,703	11,034	4,197	3,224	1,177	235	31,275	205	7,328
15	Algonac.....	63	45	5,299	5,089	491	172	126	67	9	1,815	11	506
16	Marine City.....	74	58	7,945	7,383	589	232	185	82	17	2,051	10	371
17	Marysville.....	30	20	1,547	1,375	144	67	60	38	4	275	6	173
18	Port Huron.....	487	387	69,300	67,450	7,806	2,912	2,247	491	89	18,484	78	3,484
19	St. Clair.....	92	60	7,523	6,895	634	261	178	104	24	2,861	17	629
20	Remainder of County.....	353	211	19,261	16,511	1,370	553	428	400	92	5,789	83	2,165
21	St. Joseph County.....	497	381	42,878	40,642	4,052	1,655	1,321	547	85	9,530	86	3,237
22	Sturgis.....	140	114	16,717	16,097	1,696	625	509	150	23	3,642	23	822
23	Three Rivers.....	124	98	10,669	10,199	1,130	458	376	129	25	3,139	18	482
24	Remainder of County.....	233	169	15,492	14,346	1,226	572	436	268	37	2,749	45	1,933
25	Sanilac County.....	427	301	29,459	26,781	2,093	887	695	490	80	7,051	68	1,908
26	Schoolcraft County.....	143	91	9,831	8,805	914	402	312	159	29	2,512	33	862
27	Manistiquette.....	95	73	8,145	7,729	839	362	279	109	21	2,175	18	561
28	Remainder of County.....	48	18	1,686	1,076	75	40	33	50	8	337	15	391
29	Shiawassee County.....	503	399	55,316	52,778	5,099	2,024	1,552	549	91	13,207	81	2,516
30	Durand.....	59	49	6,028	5,686	460	185	135	59	11	1,502	8	243
31	Owosso.....	232	188	33,153	32,013	3,506	1,362	1,061	233	42	8,191	28	1,066
32	Remainder of County.....	212	162	16,135	15,079	1,133	477	356	257	38	3,514	45	1,207
33	Tuscola County.....	438	308	36,327	33,383	2,708	1,125	895	490	110	8,578	66	1,729
34	Caro.....	93	75	10,278	9,896	930	340	276	91	15	2,041	13	349
35	Vassar.....	52	40	5,699	5,381	435	170	128	68	14	1,169	5	191
36	Remainder of County.....	293	193	20,350	18,106	1,343	615	491	331	81	5,368	48	1,149
37	Van Buren County.....	555	397	42,620	38,738	3,507	1,404	1,075	646	101	11,681	88	2,607
38	South Haven.....	111	85	12,555	11,813	1,221	456	368	115	24	3,162	14	477
39	Remainder of County.....	444	312	30,065	26,925	2,286	948	707	531	77	8,519	74	2,130
40	Washtenaw County.....	1,190	984	159,963	155,581	18,601	6,714	5,037	1,272	199	38,315	194	12,175
41	Ann Arbor.....	523	429	79,343	77,347	10,229	3,717	2,778	542	67	16,339	85	4,725
42	Chelsea.....	51	43	4,761	4,585	379	129	102	59	12	1,026	7	219
43	Milan (part) ¹	49	41	5,660	5,536	440	168	133	50	11	956	3	148
44	Ypsilanti.....	248	214	37,387	36,683	4,086	1,376	1,036	259	40	9,582	41	2,207
45	Remainder of County.....	319	257	32,812	31,430	3,467	1,324	988	362	69	10,412	58	4,876
46	Wayne County.....	23,482	17,282	3,349,738	3,208,878	398,726	137,327	108,914	25,806	5,693	764,045	5,309	271,741
47	Allen Park.....	131	103	24,138	23,486	2,168	964	637	156	27	11,713	15	919
48	Dearborn.....	1,023	795	179,038	173,112	20,253	7,623	5,357	1,108	202	37,551	237	16,020
49	Detroit.....	18,023	13,227	2,522,139	2,414,123	312,824	106,848	86,146	19,834	4,449	545,000	4,204	213,129
50	Ecorse.....	166	122	23,077	21,635	2,085	647	520	210	31	7,157	48	1,815
51	Garden City.....	110	80	17,090	16,350	1,611	484	416	123	22	2,774	25	964
52	Grosse Pointe.....	Data for these areas combined with Remainder of County.											
53	Grosse Pointe Farms.....												
54	Grosse Pointe Park.....												
55	Grosse Pointe Woods.....												
56	Hamtramck.....												
57	Highland Park.....	417	315	100,635	98,565	11,983	3,748	2,779	399	91	15,757	87	4,361
58	Inkster.....	150	114	16,838	16,016	1,901	595	447	183	42	5,487	26	1,376
59	Lincoln Park.....	301	229	47,155	45,513	4,330	1,565	1,232	342	63	15,511	52	2,509
60	Livonia.....	165	125	20,807	19,827	1,881	789	534	175	39	11,368	30	1,320
61	Melvindale.....	81	63	8,575	8,275	1,017	339	286	85	17	2,291	19	1,264
62	Northville (part) ²	60	50	8,522	8,336	736	268	212	69	10	2,243	9	489
63	Plymouth.....	140	114	22,851	22,259	2,437	769	571	147	32	6,056	20	956
64	River Rouge.....	202	136	22,606	20,836	2,333	707	546	204	66	6,457	38	1,283
65	Trenton.....	88	72	13,983	13,719	1,404	573	480	111	15	3,717	20	1,294
66	Wayne.....	236	180	36,968	35,480	3,449	1,148	902	267	62	10,481	43	2,576
67	Wyandotte.....	521	359	74,402	69,972	7,627	2,815	2,153	569	133	19,108	87	4,006
68	Remainder of County.....	1,162	828	150,193	143,827	14,304	5,161	4,009	1,291	255	48,413	222	12,249
69	Wexford County.....	263	185	20,213	18,719	1,863	796	625	281	52	5,038	37	1,166
70	Cadillac.....	167	123	16,075	15,031	1,589	654	526	169	33	4,042	14	641
71	Remainder of County.....	96	62	4,138	3,688	274	142	99	112	19	996	23	525

Standard Notes: (D) Withheld to avoid disclosure

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero

¹Milan is in Monroe and Washtenaw counties.²Northville is in Oakland and Wayne counties.

Payroll, and Personnel

Kind-of-business group-- Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
12	707	5	286	5	371	9	1,578	14	784	16	1,441	3	296	8	689	3	84	1
30	5,673	63	3,795	57	3,177	64	18,803	105	5,842	99	10,784	21	2,321	101	8,366	38	938	2
7	1,308	13	1,023	13	575	14	4,544	12	887	19	2,718	5	636	26	1,598	6	289	3
10	3,624	40	2,172	24	1,822	21	9,205	36	2,125	24	2,587	8	877	42	3,710	11	174	4
3	160	7	503	7	229	5	516	7	357	11	1,101	2	(D)	13	(D)	5
10	581	3	97	13	551	24	4,538	50	2,473	45	5,078	6	(D)	20	(D)	21	475	6
8	412	14	562	5	228	10	1,824	19	633	15	1,664	5	343	12	178	4	74	7
3	175	11	424	4	(D)	9	(D)	8	327	6	878	3	(D)	4	104	4	74	8
5	237	3	138	1	(D)	1	(D)	11	306	9	786	2	(D)	8	74	9
11	410	4	157	6	220	12	1,641	38	1,337	12	1,093	6	461	26	(D)	2	(D)	10
44	20,351	130	14,641	80	9,285	88	44,810	154	11,970	119	17,298	55	6,776	177	10,586	62	2,068	11
25	19,438	122	13,101	64	6,850	53	35,735	96	8,476	74	11,042	43	5,699	140	8,886	56	1,450	12
19	913	8	1,540	16	2,435	35	9,075	58	3,494	45	6,256	12	1,077	37	1,700	6	618	13
32	9,250	71	5,739	54	4,648	68	20,307	146	8,372	89	12,263	28	3,509	133	7,473	38	711	14
2	(D)	2	(D)	2	(D)	7	1,100	7	358	4	521	2	(D)	7	387	10	100	15
1	(D)	7	626	4	262	9	2,189	4	347	6	484	5	437	11	(D)	16
...	...	1	(D)	3	(D)	10	474	2	(D)	1	(D)	3	(D)	17
10	7,853	46	4,627	32	3,431	29	13,234	78	4,708	28	7,160	11	1,902	69	4,111	18	306	18
4	281	6	154	4	268	6	1,703	7	532	3	(D)	3	453	15	(D)	3	38	19
15	797	10	191	9	551	17	2,081	40	1,973	46	3,545	6	401	28	1,501	7	267	20
23	2,907	33	1,816	28	2,375	34	9,768	83	4,055	43	4,933	14	1,500	54	2,382	14	375	21
5	1,413	17	1,105	10	1,471	8	3,312	17	1,225	9	1,519	5	756	20	1,361	3	91	22
5	1,196	8	530	11	516	9	2,191	14	791	14	1,088	3	331	14	350	3	55	23
13	298	8	181	7	388	17	4,765	52	2,039	20	2,326	6	413	20	671	8	229	24
37	1,356	20	836	20	1,042	27	7,474	56	2,605	63	5,252	17	823	26	923	13	189	25
4	537	5	(D)	8	299	5	1,546	31	1,041	14	1,144	2	(D)	8	1,077	4	(D)	26
3	(D)	5	(D)	8	299	5	1,546	13	696	11	1,027	2	(D)	7	(D)	2	(D)	27
1	(D)	18	345	3	117	1	(D)	2	(D)	28
27	4,623	37	2,560	32	3,295	35	13,422	76	4,437	54	7,550	14	1,380	42	2,134	14	192	29
3	178	4	265	9	474	5	2,145	6	466	4	314	3	268	6	173	30
7	3,834	25	2,049	15	2,325	18	7,943	35	2,225	18	3,238	6	830	30	1,394	8	58	31
17	611	8	246	8	496	12	3,334	35	1,746	32	3,998	5	282	6	567	6	134	32
22	1,754	21	981	31	1,315	33	10,161	42	3,233	61	6,322	18	1,032	29	1,028	5	194	33
2	(D)	10	661	12	679	9	3,271	8	718	11	1,518	4	278	9	(D)	34
3	226	6	201	4	219	5	2,092	4	379	4	756	3	240	4	(D)	1	(D)	35
17	(D)	6	119	15	417	19	4,798	30	2,136	46	4,048	11	514	16	708	4	(D)	36
22	1,466	30	1,315	32	1,225	44	9,947	85	3,921	59	5,503	15	1,464	67	3,385	12	106	37
4	463	14	709	6	291	15	4,458	11	530	7	831	3	(D)	13	(D)	38
18	1,003	16	606	26	934	29	5,489	74	3,391	52	4,672	12	(D)	54	(D)	12	106	39
42	12,185	110	12,197	86	7,133	81	33,506	148	11,793	81	12,396	41	6,698	160	11,810	44	1,755	40
15	9,528	71	8,874	42	4,263	28	12,612	61	5,398	17	5,099	21	4,194	91	7,679	25	632	41
4	417	4	96	4	152	5	1,435	3	205	5	803	2	(D)	5	(D)	42
1	(D)	6	333	5	173	6	1,996	4	257	5	1,002	2	(D)	5	352	1	(D)	43
4	(D)	25	2,548	13	1,677	26	11,461	37	2,715	19	2,233	7	1,229	30	(D)	6	234	44
18	1,027	8	346	22	868	16	5,602	43	3,217	35	3,259	9	873	29	(D)	12	(D)	45
517	419,560	1,837	225,241	1,172	171,291	817	709,244	2,324	198,467	1,001	163,730	970	145,187	2,591	191,775	1,291	89,457	46
5	(D)	11	1,436	9	1,563	21	1,932	11	1,233	7	1,536	13	(D)	12	156	47
20	21,943	92	13,247	67	14,836	44	37,879	128	12,455	39	7,092	44	7,917	94	6,965	56	3,133	48
383	347,266	1,393	174,832	839	128,939	574	504,125	1,674	142,385	693	121,402	73	112,226	2,008	157,815	1,033	75,020	49
4	321	8	440	2	(D)	15	4,993	21	1,134	10	418	5	1,034	17	(D)	5	159	50
4	(D)	4	274	5	(D)	3	(D)	20	1,706	11	664	2	(D)	10	415	4	32	51
16	6,586	72	6,526	31	4,629	7	15,999	25	2,268	17	1,365	16	2,496	50	2,267	8	413	52
10	(D)	49	6,081	21	3,811	17	34,402	30	2,452	15	2,370	18	2,803	65	(D)	14	4,798	53
6	991	6	253	8	777	3	148	26	2,121	8	4,154	3	824	14	603	8	104	54
7	1,342	21	2,411	28	2,852	28	12,986	41	3,717	11	2,190	7	1,251	27	1,909	16	477	55
5	(D)	4	273	10	473	2	(D)	34	2,501	13	1,877	7	952	16	426	5	411	60
2	(D)	3	(D)	6	286	2	(D)	18	1,827	4	2,007	1	(D)	7	283	2	(D)	61
2	(D)	7	182	3	(D)	5	3,003	5	377	7	467	2	(D)	7	640	3	147	62
3	(D)	12	2,013	11	1,233	8	5,429	21	1,533	13	1,678	5	678	10	735	5	(D)	63
3	(D)	22	871	4	(D)	10	3,362	13	1,100	10	759	8	980	20	1,694	8	208	64
3	625	4	(D)	8	523	6	3,831	12	996	5	1,520	5	596	6	366	4	(D)	65
10	1,964	16	1,105	15	1,913	14	12,671	30	2,644	8	497	6	1,256	21	1,522	11	339	66
11	11,415	47	5,380	38	3,505	34	14,111	60	4,239	22	3,737	20	3,445	47	2,560	22	896	67
23	2,138	66	9,630	67	4,719	45	35,845	145	13,000	104	10,300	41	6,088	119	6,230	75	1,581	68
12	2,097	21	1,248	19	1,512	14	3,247	38	1,626	22	2,365	8	703	30	990	10	221	69
5	1,955	17	1,051	18	(D)	10	2,980	17	873	13	1,386	6	(D)	25	897	9	(D)	70
7	142	4	197	1	(D)	4	767	21	753	9	979	2	(D)	5	93	1	(D)	71

MICHIGAN (83 COUNTIES)



U. S. DEPARTMENT OF COMMERCE

Field Offices

ALBUQUERQUE, N. MEX.
Rm. 321, Post Office Bldg.

ATLANTA 23, GA.
Room 340
Peachtree and Seventh St. Bldg.

BOSTON 9, MASS.
Room 1416
U. S. Post Office & Courthouse

BUFFALO 3, N. Y.
504 Federal Bldg.
117 Ellicott Street

CHARLESTON 4, S. C.
Area 2 Sergeant Jasper Bldg.
West End Broad Street

CHEYENNE, WYO.
307 Federal Office Bldg.

CHICAGO 6, ILL.
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442 U. S. Post Office & Court-
house

CLEVELAND 14, OHIO
1100 Chester Avenue

DALLAS 22, TEX.
1114 Commerce Street

DENVER 2, COLO.
142 New Custom House

DETROIT 26, MICH.
438 Federal Bldg.

EL PASO, TEX.
Chamber of Commerce Bldg.

HOUSTON 2, TEX.
430 Lamar Avenue

JACKSONVILLE 1, FLA.
425 Federal Bldg.

KANSAS CITY 6, MO.
Federal Office Bldg.

LOS ANGELES 15, CALIF.
Room 450
Western Pacific Bldg.
1031 South Broadway

MEMPHIS 3, TENN.
212 Falls Bldg.
22 North Front St.

MIAMI 32, FLA.
316 U. S. Post Office Bldg.
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Jefferson Bldg.
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PORTLAND 4, OREG.
217 Old U. S. Courthouse

RENO, NEV.
1479 Wells Avenue

RICHMOND 19, VA.
1103 East Main Street

ST. LOUIS 1, MO.
910 New Federal Bldg.

SALT LAKE CITY 1, UTAH
Room 105
222 S. W. Temple St.

SAN FRANCISCO 11, CALIF
119 Customhouse
555 Battery St.

SAVANNAH, GA.
235 U. S. Courthouse & Post
Office Bldg.

SEATTLE 4, WASH.
809 Federal Office Bldg.
909 First Avenue

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade	Wholesale Trade	Selected Service Trades
<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins	<input type="checkbox"/> Census Volumes	<input type="checkbox"/> Census Volumes
<input type="checkbox"/> Census Volumes		
<input type="checkbox"/> Public Merchandise Warehouses		
<input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

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DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

**PENALTY FOR PRIVATE USE TO AVOID
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1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-23

MINNESOTA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
MINNESOTA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)
Total.....	35,366	24,462	3,450,297	3,224,155	35,139	25,147	2,868,120	2,688,441
Food stores.....	6,538	4,202	691,699	625,773	8,054	4,933	550,621	476,293
Eating, drinking places.....	6,781	5,091	250,202	226,396	7,338	5,350	229,678	216,363
General merchandise group.....	1,577	1,163	378,122	367,452	1,401	1,116	345,934	339,847
Apparel, accessories stores.....	1,982	1,632	189,447	183,227	1,863	1,430	168,069	161,530
Furniture, home furnishings, appliance dealers.....	1,632	1,176	144,703	134,255	1,384	1,043	114,852	108,664
Automotive group.....	1,816	1,514	577,683	566,401	2,002	1,777	457,484	446,002
Gasoline service stations.....	4,226	2,628	220,088	184,224	4,598	2,828	173,090	144,585
Lumber, bldg. matls., hardware, farm equipment dealers..	3,943	3,219	436,344	419,610	3,958	3,387	400,711	387,172
Drug stores, proprietary stores.....	960	884	99,126	97,002	1,002	910	78,243	76,166
Other retail stores.....	4,341	2,731	333,567	305,481	3,448	2,310	234,211	216,835
Nonstore retailers.....	1,570	222	129,316	114,334	91	63	115,227	115,074

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Minnesota, total.....	35,366	24,462	3,450,297	3,224,155	366,606	146,311	112,613	36,181	6,538	691,699	6,781	250,202
2	Aitkin County.....	165	89	9,422	8,092	667	323	264	175	36	2,501	24	559
3	Anoka County.....	322	200	25,631	22,761	2,383	920	649	336	73	8,325	66	2,083
4	Anoka.....	141	103	14,422	13,526	1,612	568	445	153	31	3,557	26	938
5	Columbia Heights.....	47	27	4,239	3,867	327	158	78	48	15	2,682	9	223
6	Fridley.....	33	15	1,387	993	74	34	20	37	5	276	4	31
7	Remainder of County.....	101	55	5,583	4,375	370	160	106	98	22	1,810	27	608
8	Becker County.....	289	189	19,757	17,601	1,517	698	600	301	56	3,955	50	2,163
9	Detroit Lakes.....	157	117	14,462	13,406	1,203	523	467	172	23	2,499	27	1,739
10	Remainder of County.....	132	72	5,295	4,195	314	175	133	129	33	1,456	23	424
11	Beltrami County.....	278	190	23,180	21,128	2,035	949	810	290	55	4,933	48	1,386
12	Bemidji.....	182	138	19,427	18,199	1,807	825	708	179	35	3,971	28	901
13	Remainder of County.....	96	52	3,753	2,929	228	124	102	111	20	962	20	485
14	Benton County.....	179	119	14,874	13,306	1,082	499	392	191	28	3,469	35	1,077
15	St. Cloud (part) ¹	54	36	5,774	5,290	445	194	161	59	5	1,033	5	319
16	Sauk Rapids.....	40	30	3,724	3,394	308	139	105	41	9	1,675	13	259
17	Remainder of County.....	85	53	5,376	4,622	329	166	126	91	14	761	17	499
18	Big Stone County.....	169	127	9,227	8,559	808	378	289	169	28	1,812	26	634
19	Ortonville (part) ²	78	70	5,253	5,181	563	263	207	75	9	971	11	380
20	Remainder of County.....	91	57	3,974	3,378	245	115	82	94	19	841	15	254
21	Blue Earth County.....	517	373	56,641	53,301	5,577	2,574	1,919	483	75	10,729	99	3,111
22	Mankato.....	316	246	44,608	42,692	4,809	2,237	1,652	280	40	8,087	63	2,448
23	Remainder of County.....	201	127	12,033	10,609	768	337	267	203	35	2,642	36	663
24	Brown County.....	383	271	31,670	28,494	2,614	1,166	936	416	55	5,253	79	2,434
25	New Ulm.....	159	111	16,095	15,041	1,534	647	541	166	22	2,807	41	1,281
26	Sleepy Eye.....	66	56	5,037	4,775	431	218	159	69	8	771	11	478
27	Springfield.....	81	59	6,278	4,982	421	200	156	99	11	1,074	11	362
28	Remainder of County.....	77	45	4,260	3,696	228	101	80	82	14	601	16	313
29	Carlton County.....	270	172	22,163	20,507	1,869	804	567	279	46	6,378	51	1,326
30	Cloquet.....	114	88	12,590	12,078	1,168	461	331	120	21	4,104	17	571
31	Remainder of County.....	156	84	9,573	8,429	701	343	236	159	25	2,274	34	755
32	Carver County.....	287	181	16,807	14,803	1,069	477	377	307	45	3,262	62	1,568
33	Cass County.....	259	175	12,795	11,329	891	454	352	292	47	3,493	59	1,159
34	Chippewa County.....	240	180	20,607	19,313	1,799	803	628	241	38	3,400	35	1,066
35	Granite Falls (part) ³	14	6	796	624	43	20	19	14	4	88
36	Montevideo.....	142	114	13,455	12,841	1,382	598	453	145	22	2,310	19	569
37	Remainder of County.....	84	60	6,356	5,848	374	185	156	82	16	1,090	12	409
38	Chisago County.....	191	127	11,460	10,148	744	355	258	195	33	2,331	42	1,118
39	Clay County.....	325	251	29,286	27,992	3,082	1,318	1,067	322	56	5,318	73	3,242
40	Moorhead.....	157	129	20,439	19,925	2,438	951	795	144	30	3,684	23	2,017
41	Remainder of County.....	168	122	8,847	8,067	644	367	272	178	26	1,634	50	1,225
42	Clearwater County.....	95	75	7,085	6,443	461	224	186	91	14	1,043	19	347
43	Cook County.....	64	44	3,816	3,528	286	136	104	76	15	1,190	21	427
44	Cottonwood County.....	208	154	18,021	17,003	1,248	555	449	236	24	1,996	26	662
45	Windom.....	85	75	9,608	9,440	746	331	263	97	10	1,331	13	420
46	Remainder of County.....	123	79	8,413	7,563	502	224	186	139	14	665	13	242
47	Crow Wing County.....	485	295	32,151	28,801	3,026	1,320	1,030	501	107	8,337	89	2,730
48	Brainerd.....	246	158	22,418	20,726	2,244	924	752	250	49	5,266	35	1,301
49	Crosby.....	57	37	3,832	3,444	314	127	106	54	18	1,400	9	251
50	Remainder of County.....	182	100	5,901	4,631	468	269	172	197	40	1,651	45	1,178
51	Dakota County.....	524	344	54,855	50,401	4,785	1,740	1,301	560	87	10,476	119	4,548
52	Hastings (part) ⁴	101	73	9,308	8,608	747	277	212	108	15	1,637	18	567
53	South St. Paul.....	178	118	26,578	24,946	2,395	765	588	190	36	3,615	40	1,508
54	West St. Paul.....	59	47	5,626	5,306	528	251	149	63	16	3,112	11	654
55	Remainder of County.....	186	106	13,343	11,541	1,115	447	352	199	20	2,112	50	1,819
56	Dodge County.....	177	119	11,398	9,976	714	369	275	169	28	1,937	28	813
57	Douglas County.....	306	218	21,929	20,257	1,879	840	693	336	45	3,529	64	1,495
58	Alexandria.....	152	122	14,656	13,854	1,422	638	530	170	20	2,842	23	733
59	Remainder of County.....	154	96	7,273	6,403	457	202	163	166	25	987	45	762
60	Faribault County.....	420	298	34,504	32,348	2,038	964	810	419	59	5,366	82	1,913
61	Blue Earth.....	112	80	13,947	13,399	723	329	280	110	19	1,723	21	460
62	Remainder of County.....	308	218	20,557	18,949	1,315	635	530	309	40	3,643	61	1,453
63	Fillmore County.....	415	281	22,622	19,970	1,557	776	648	454	82	4,275	65	1,294
64	Freeborn County.....	425	291	35,220	32,632	3,577	1,533	1,244	435	57	5,130	84	2,225
65	Albert Lea.....	260	186	23,392	22,016	2,844	1,276	1,030	259	30	3,755	52	1,615
66	Remainder of County.....	165	105	11,828	10,636	733	257	214	176	27	1,375	32	610
67	Goodhue County.....	479	335	36,760	33,748	3,063	1,342	1,106	525	70	6,763	77	2,388
68	Red Wing.....	194	130	17,383	15,953	1,696	722	602	216	28	3,746	32	1,151
69	Remainder of County.....	285	205	19,377	17,795	1,367	620	504	309	42	2,957	45	1,237

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹St. Cloud is in Benton, Sherburne and Stearns counties. ²Ortonville is in Big Stone and Lac qui Parle counties. ³Granite Falls is in Chippewa and Yellow Medicine counties. ⁴Hastings is in Dakota and Washington counties.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
1,577	378,122	1,982	189,447	1,632	144,703	1,816	577,683	4,226	220,088	3,943	436,344	960	99,126	4,341	333,567	1,570	129,316		
9	580	7	281	2	(D)	10	1,616	23	759	18	1,333	3	(D)	27	1,403	6	90	2	
21	2,154	14	719	9	905	14	3,375	48	2,543	22	2,602	8	879	36	1,922	11	124	3	
9	1,003	11	627	5	693	7	3,204	16	1,206	13	1,644	3	314	15	1,180	5	56	4	
1	(D)	1	(D)	2	(D)	5	317	2	(D)	2	(D)	6	137	4	(D)	5	
...	1	(D)	6	(D)	9	272	1	(D)	1	(D)	4	(D)	2	(D)	6	
11	(D)	2	(D)	1	(D)	1	(D)	18	748	6	736	2	(D)	11	(D)	7	
11	1,245	6	898	9	314	15	3,326	46	2,232	36	2,979	5	374	47	2,049	8	222	8	
4	980	4	(D)	6	(D)	13	(D)	24	1,426	16	1,946	4	(D)	30	1,363	6	(D)	9	
7	265	2	(D)	3	(D)	2	(D)	22	806	20	1,033	1	(D)	17	686	2	(D)	10	
17	1,576	19	1,261	7	282	19	4,787	28	1,004	21	2,835	7	733	50	4,275	7	108	11	
6	1,172	16	1,181	6	(D)	14	4,002	16	747	13	2,407	6	(D)	37	3,984	5	(D)	12	
11	404	3	80	1	(D)	5	785	12	257	8	428	1	(D)	13	291	2	(D)	13	
11	563	4	161	5	420	9	683	33	2,091	21	3,710	5	336	23	2,324	5	40	14	
...	2	(D)	3	(D)	14	888	7	2,051	1	(D)	15	1,049	2	(D)	15	
1	(D)	2	(D)	1	(D)	2	(D)	4	544	3	(D)	2	(D)	2	(D)	1	(D)	16	
10	(D)	2	(D)	2	(D)	4	544	15	659	11	(D)	2	(D)	6	(D)	2	(D)	17	
14	844	6	200	6	281	10	968	18	722	38	2,646	4	211	15	877	4	32	18	
6	464	4	(D)	3	180	9	(D)	10	363	13	1,023	2	(D)	9	619	2	(D)	19	
8	380	2	(D)	3	101	1	(D)	8	339	25	1,623	2	(D)	6	258	2	(D)	20	
21	5,878	50	4,678	27	3,220	31	9,638	53	4,141	65	7,741	14	1,434	62	5,829	20	242	21	
9	5,453	44	4,532	22	3,058	19	7,825	32	3,353	24	4,504	8	1,274	45	3,962	10	112	22	
12	425	6	146	5	162	12	1,813	21	788	41	3,237	6	160	17	1,867	10	130	23	
13	2,526	31	1,773	26	1,172	21	5,968	43	1,508	52	7,013	12	1,032	47	2,923	4	68	24	
6	1,897	17	1,049	10	511	9	3,100	12	690	15	3,487	6	556	20	(D)	1	(D)	25	
3	302	4	313	5	279	3	(D)	8	305	13	1,566	2	(D)	6	319	3	(D)	26	
3	(D)	5	286	8	297	7	2,024	12	297	13	978	2	(D)	9	(D)	...	(D)	27	
1	(D)	5	125	3	85	2	(D)	11	216	11	982	2	(D)	12	1,461	28	
20	2,665	6	491	13	1,036	19	4,818	43	1,539	25	2,105	7	533	32	1,242	8	30	29	
6	938	5	(D)	7	720	12	3,176	14	816	6	1,132	3	348	17	(D)	4	16	30	
14	1,727	1	(D)	6	316	7	1,642	29	723	19	973	4	185	13	(D)	4	14	31	
10	789	9	286	15	574	13	2,354	35	1,892	43	2,923	7	401	30	2,556	18	202	32	
21	1,092	5	191	3	(D)	15	2,096	29	1,090	33	1,864	7	339	39	1,367	1	(D)	33	
9	1,573	15	1,026	9	547	14	3,183	39	1,769	42	4,415	5	399	27	3,059	7	170	34	
...	1	(D)	2	(D)	3	110	2	(D)	2	(D)	35	
3	1,481	13	(D)	6	474	11	2,772	21	1,281	19	2,200	3	(D)	18	(D)	4	68	36	
3	92	2	(D)	3	73	2	(D)	16	(D)	20	2,105	2	(D)	7	1,586	1	(D)	37	
5	416	6	201	6	290	11	2,407	22	795	31	1,853	6	264	24	1,690	5	95	38	
10	865	16	1,411	18	1,578	16	5,497	41	2,839	40	5,064	7	651	36	2,448	12	373	39	
2	(D)	10	1,036	14	1,373	9	4,491	15	1,694	14	2,925	4	(D)	24	2,023	12	373	40	
8	(D)	6	375	4	205	7	1,006	26	1,145	26	2,139	3	(D)	12	425	41	
10	1,023	2	(D)	6	337	7	971	10	618	11	594	3	(D)	13	1,906	42	
3	(D)	2	(D)	1	(D)	2	(D)	9	552	3	166	1	(D)	7	291	43	
14	1,593	13	893	12	424	20	3,905	19	1,096	43	4,231	6	375	24	2,761	7	85	44	
6	790	9	695	5	222	10	2,527	9	603	11	1,223	2	(D)	9	1,599	1	(D)	45	
8	803	4	198	7	202	10	1,378	10	493	32	3,008	4	(D)	15	1,162	6	(D)	46	
25	3,300	19	689	14	932	29	5,601	70	3,389	37	3,370	9	700	66	2,777	20	326	47	
11	2,674	15	584	9	768	23	4,617	32	2,332	14	2,029	6	473	40	2,148	12	206	48	
3	(D)	3	(D)	1	(D)	3	799	7	349	5	425	2	(D)	5	38	1	(D)	49	
11	(D)	1	(D)	4	(D)	3	185	31	708	18	916	1	(D)	21	591	7	(D)	50	
19	983	24	1,112	27	2,288	25	16,878	76	3,585	58	9,395	14	1,186	62	4,192	13	212	51	
3	237	6	192	8	471	6	1,934	15	546	14	2,965	4	314	9	371	3	74	52	
5	331	12	627	8	799	13	13,473	19	1,187	15	3,189	4	(D)	23	1,388	3	(D)	53	
2	(D)	2	(D)	1	(D)	13	470	4	309	3	(D)	6	552	1	(D)	54	
9	(D)	4	(D)	10	(D)	6	1,471	29	1,382	25	2,932	3	154	24	1,881	6	86	55	
14	507	3	(D)	2	(D)	9	1,851	24	789	32	3,116	6	338	20	1,456	6	274	56	
14	2,194	18	634	8	808	21	3,323	47	2,224	39	4,029	5	370	37	3,247	4	76	57	
5	1,403	13	510	6	(D)	17	2,960	21	1,394	19	2,376	3	(D)	22	1,775	3	(D)	58	
9	791	5	124	2	(D)	4	363	26	830	20	1,653	2	(D)	15	1,472	1	(D)	59	
26	1,527	20	799	15	852	23	3,989	58	1,904	76	8,916	11	588	36	8,422	14	228	60	
4	683	4	246	6	377	8	1,598	18	720	18	2,674	1	(D)	7	(D)	6	56	61	
22	844	16	553	9	475	15	2,391	40	1,184	58	6,242	10	(D)	29	(D)	8	172	62	
19	773	22	717	19	778	19	4,129	56	1,643	60	5,552	8	462	50	2,896	15	103	63	
19	5,170	15	1,506	21	827	27	5,875	58	2,531	68	6,731	5	723	56	3,740	15	762	64	
8	4,137	15	1,506	15	743	20	3,870	35	1,860	31	2,909	5	723	44	1,576	5	698	65	
11	1,033	6	84	7	2,005	23	671	37	3,822	12	2,164	10	64	66	
30	3,010	40	1,573	24	1,639	28	7,358	57	2,202	68	5,937	15	853	49	4,860	21	237	67	
6	1,790	25	980	16	1,235	10	3,552	24	1,080	13	1,711	6	430	24	1,626	10	82	68	
24	1,220	15	593	8	404	18	3,806	33	1,122	55	4,226	9	423	25	3,234	11	155	69	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lishments (Number)	Sales (\$1,000)	Estab-lishments (Number)	Sales (\$1,000)
1	Grant County.....	140	106	9,988	9,262	636	300	256	146	21	1,338	27	580
2	Hennepin County.....	6,825	4,725	984,096	940,742	131,221	48,024	35,330	6,805	1,478	201,281	1,325	78,347
3	Brooklyn Center.....	18	10	914	754	44	30	22	22	5	443	1	(0)
4	Crystal.....	39	29	4,215	4,095	374	157	96	51	8	2,021	11	463
5	Edina.....	43	29	4,728	4,584	632	296	211	51	7	1,439	4	338
6	Golden Valley.....	44	30	6,523	6,259	804	325	241	44	4	2,768	14	1,730
7	Hopkins.....	118	82	221,198	213,306	2,230	686	542	119	15	4,502	18	1,391
8	Minneapolis.....	5,574	3,890	845,828	810,076	117,336	42,466	31,577	5,532	1,274	157,065	1,120	67,575
9	Richfield.....	152	108	19,163	18,451	1,915	879	491	156	25	7,614	16	521
10	Robbinsdale.....	82	50	8,825	8,151	755	316	220	89	14	3,811	9	370
11	St. Louis Park.....	160	114	20,642	19,820	2,629	1,013	678	141	23	4,810	21	2,344
12	Remainder of County.....	595	383	51,060	47,246	4,502	1,856	1,252	600	103	16,808	111	(D)
13	Houston County.....	210	138	11,424	9,852	794	418	305	224	30	2,411	45	1,206
14	Hubbard County.....	166	106	8,597	7,375	630	275	228	179	33	2,367	27	671
15	Park Rapids.....	92	76	6,639	6,157	509	236	200	104	15	1,631	14	426
16	Remainder of County.....	74	30	1,958	1,218	121	39	28	75	18	736	13	245
17	Isanti County.....	125	93	11,059	10,229	870	398	307	139	22	1,876	15	429
18	Cambridge.....	53	47	6,718	6,496	607	267	205	60	7	1,106	6	230
19	Remainder of County.....	72	46	4,341	3,733	263	131	102	79	15	770	9	199
20	Itasca County.....	407	285	33,644	30,966	3,127	1,157	985	411	70	8,317	82	2,118
21	Grand Rapids.....	142	112	17,253	16,375	1,828	648	573	135	18	3,809	23	903
22	Remainder of County.....	265	173	16,391	14,591	1,299	509	412	276	52	4,508	59	1,215
23	Jackson County.....	199	149	15,774	14,250	1,140	485	401	191	31	3,239	33	712
24	Jackson.....	92	72	7,759	6,847	653	281	221	90	16	2,092	15	395
25	Remainder of County.....	107	77	8,015	7,403	487	204	180	101	15	1,147	18	317
26	Kanabec County.....	98	68	6,319	5,867	467	226	169	98	15	1,166	19	343
27	Kandiyohi County.....	339	255	33,038	31,356	2,814	1,237	1,017	338	56	5,298	50	1,556
28	Willmar.....	184	144	20,820	19,932	2,008	893	727	186	26	3,790	26	885
29	Remainder of County.....	155	111	12,218	11,424	806	344	290	152	30	1,508	24	671
30	Kittson County.....	124	82	9,240	8,352	601	271	226	138	20	889	23	606
31	Koochiching County.....	222	160	16,396	15,252	1,366	529	422	225	42	4,437	49	1,401
32	International Falls.....	127	99	12,127	11,499	1,158	442	348	135	22	3,061	26	969
33	Remainder of County.....	95	61	4,269	3,753	208	87	74	90	20	1,376	23	432
34	Lac qui Parle County.....	190	144	12,009	11,085	826	400	312	191	30	2,285	38	636
35	Ortonville (part) ²	1	1	(D)	(D)	(D)	(D)	(D)	(D)
36	Remainder of County.....	189	143	(D)	(D)	(D)	(D)	(D)	(D)	30	2,285	38	636
37	Lake County.....	123	79	9,101	8,101	863	376	295	125	17	2,299	40	1,026
38	Two Harbors.....	73	55	7,877	7,507	754	300	239	73	12	1,914	16	496
39	Remainder of County.....	50	24	2,102	1,594	109	76	56	52	5	385	24	530
40	Lake of the Woods County.....	66	48	3,943	3,401	240	128	95	76	8	691	13	450
41	Le Sueur County.....	311	213	21,165	19,185	1,432	661	537	349	51	3,763	65	1,707
42	Le Sueur.....	76	60	5,237	4,963	333	151	117	89	13	1,141	14	395
43	Remainder of County.....	235	153	15,928	14,222	1,099	510	420	260	38	2,622	51	1,312
44	Lincoln County.....	144	100	8,871	7,925	509	201	174	154	19	1,223	23	504
45	Lyon County.....	339	249	27,701	26,055	2,193	935	749	335	45	5,115	50	1,281
46	Marshall.....	117	85	10,754	10,364	1,042	420	336	113	12	2,174	14	465
47	Tracy.....	71	63	6,657	6,511	496	230	182	72	13	1,870	9	240
48	Remainder of County.....	151	101	10,290	9,180	655	285	231	150	20	1,071	27	576
49	McLeod County.....	370	252	28,683	26,955	2,348	1,003	826	366	46	4,574	68	1,844
50	Glencoe.....	85	61	8,868	8,470	535	266	209	89	10	1,306	17	678
51	Hutchinson.....	129	93	10,858	10,336	1,005	449	375	123	12	1,734	16	534
52	Remainder of County.....	156	98	8,957	8,149	748	288	242	154	24	1,494	35	632
53	Mahnomen County.....	68	44	4,619	3,995	273	124	99	80	14	924	12	360
54	Marshall County.....	200	130	11,890	10,326	778	332	297	203	26	1,678	42	868
55	Martin County.....	394	274	34,018	30,950	2,879	1,233	992	401	64	6,156	78	1,870
56	Fairmont.....	206	144	22,386	20,450	2,140	912	742	209	25	4,065	43	1,302
57	Remainder of County.....	188	130	11,632	10,500	739	321	250	192	39	2,091	35	568
58	Meeker County.....	251	183	17,700	16,572	1,337	611	495	275	42	2,704	42	952
59	Litchfield.....	107	79	8,417	7,915	769	347	277	120	19	1,544	15	469
60	Remainder of County.....	144	104	9,283	8,657	569	264	218	155	23	1,160	27	483
61	Millie Lacs County.....	206	142	14,247	12,975	1,108	515	411	208	30	2,466	40	1,021
62	Morrison County.....	317	205	20,634	18,070	1,465	684	512	340	50	3,548	63	1,828
63	Little Falls.....	142	102	12,465	11,187	1,029	450	345	162	21	2,292	22	925
64	Remainder of County.....	175	103	8,169	6,883	436	234	167	178	29	1,256	41	903
65	Mower County.....	490	350	47,660	44,990	4,725	1,765	1,347	486	71	8,305	107	3,253
66	Austin.....	310	222	32,758	31,218	3,739	1,393	1,045	319	51	6,797	68	2,392
67	Remainder of County.....	180	128	14,902	13,772	986	372	302	167	20	1,508	39	861
68	Murray County.....	170	130	12,697	11,931	864	382	318	163	25	2,333	25	647

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

²Ortonville is in Big Stone and Lac qui Parle counties.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm-equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
14	571	3	234	3	(D)	10	1,994	12	949	32	3,043	4	178	6	(D)	8	116	1	
170	140,602	466	72,025	403	50,652	206	156,891	783	52,058	389	68,314	238	33,212	910	66,366	457	64,348	2	
...	3	20	4	158	3	251	2	(D)	3	
1	(D)	1	(D)	3	515	2	362	5	456	2	(D)	4	75	2	(D)	4	
2	(D)	5	1,252	2	(D)	3	(D)	6	(D)	10	746	4	52	5	
1	(D)	2	(D)	3	378	5	988	1	(D)	9	389	5	54	6	
128	136,421	403	66,181	327	46,334	171	138,383	597	40,785	256	47,542	204	27,270	726	55,505	368	62,767	8	
7	(D)	15	1,282	8	654	4	(D)	25	1,261	16	1,962	5	1,376	18	1,444	13	170	9	
7	217	3	(D)	8	445	2	(D)	15	903	5	1,773	3	390	9	622	7	50	10	
4	(D)	11	1,552	9	798	2	(D)	25	1,719	17	3,784	7	1,749	17	1,491	24	672	11	
19	990	20	822	33	1,175	24	6,800	94	5,314	61	(D)	13	1,701	92	4,816	25	447	12	
11	584	5	28	15	341	16	2,105	20	1,056	27	2,252	5	237	25	1,030	11	174	13	
9	278	5	456	4	292	9	1,139	29	979	23	1,309	3	184	20	874	4	48	14	
4	204	5	456	4	292	9	1,139	10	575	12	1,014	2	(D)	15	730	2	(D)	15	
5	74	19	404	11	295	1	(D)	5	144	2	(D)	16	
15	1,168	3	92	4	213	7	1,678	18	769	25	2,137	3	333	11	(D)	2	(D)	17	
5	670	2	(D)	3	(D)	3	1,002	6	416	12	1,467	2	(D)	5	(D)	2	(D)	18	
10	498	1	(D)	1	(D)	4	676	12	353	13	670	1	(D)	6	958	19	
35	3,787	21	1,233	22	1,121	23	5,841	61	3,181	27	3,094	10	949	54	(D)	2	(D)	20	
6	1,445	12	921	10	438	17	4,129	19	1,701	11	2,018	3	560	22	(D)	1	(D)	21	
29	2,342	9	312	12	683	6	1,712	42	1,480	16	1,076	7	389	32	(D)	1	(D)	22	
10	1,380	11	538	11	403	21	2,670	14	561	35	3,932	5	389	24	1,922	4	28	23	
4	326	4	404	4	249	9	1,457	10	407	12	1,404	2	(D)	12	(D)	4	28	24	
6	1,052	7	134	7	154	12	1,213	4	154	23	2,528	3	(D)	12	(D)	25	
4	209	10	434	3	220	6	1,902	12	431	14	810	2	(D)	10	(D)	3	16	26	
14	2,450	17	1,510	8	1,016	22	5,852	42	2,088	56	6,299	8	592	41	5,987	25	390	27	
6	1,723	16	(D)	7	(D)	14	4,753	19	1,412	22	3,031	5	(D)	26	2,271	17	237	28	
8	727	1	(D)	1	(D)	8	1,099	23	676	34	3,268	3	(D)	15	3,716	8	153	29	
12	1,407	3	96	6	408	8	2,309	9	523	21	2,113	3	158	16	702	3	29	30	
13	1,550	14	745	7	684	13	2,658	22	1,347	16	1,701	6	418	32	1,415	8	40	31	
6	1,174	11	695	5	(D)	11	(D)	10	862	10	1,438	4	(D)	16	615	6	(D)	32	
7	376	3	50	2	(D)	2	(D)	12	485	6	263	2	(D)	16	800	2	(D)	33	
8	593	12	503	5	397	12	2,080	23	733	47	3,590	5	247	7	817	3	78	34	
...	35	
8	593	12	503	5	397	12	2,080	23	733	46	(D)	5	247	7	817	3	78	36	
7	926	8	475	2	(D)	7	1,693	19	983	5	636	2	(D)	15	1,499	1	(D)	37	
2	(D)	8	475	2	(D)	7	1,693	9	785	5	636	2	(D)	9	(D)	1	(D)	38	
5	(D)	10	198	6	(D)	39	
6	325	6	117	2	(D)	8	259	13	1,068	2	(D)	8	457	40	
15	641	13	579	16	792	20	4,297	42	2,010	41	4,219	8	414	28	2,566	12	177	41	
5	117	5	175	4	195	5	1,193	11	413	7	758	2	(D)	10	(D)	42	
10	524	8	404	12	597	15	3,104	31	1,597	34	3,461	6	(D)	18	(D)	12	177	43	
11	761	4	(D)	3	(D)	13	1,350	17	674	35	2,728	7	345	9	972	3	83	44	
19	1,859	21	1,405	21	1,136	24	4,760	28	1,085	58	6,501	8	686	43	3,596	22	277	45	
4	845	13	997	6	454	8	2,030	6	221	20	2,060	3	391	21	981	10	136	46	
4	436	5	185	9	331	5	1,178	5	194	10	978	2	(D)	7	1,029	2	(D)	47	
11	578	3	223	6	351	11	1,552	17	670	28	3,463	3	(D)	15	1,586	10	(D)	48	
20	1,697	24	956	15	839	16	5,132	45	2,087	61	7,134	9	654	44	3,527	22	239	49	
4	222	8	(D)	8	(D)	4	2,932	13	619	12	1,547	2	(D)	5	(D)	2	(D)	50	
5	905	14	669	6	395	6	1,432	13	964	19	2,336	3	320	23	1,474	12	95	51	
11	570	2	(D)	1	(D)	6	768	19	504	30	3,251	4	(D)	16	(D)	8	(D)	52	
8	309	1	(D)	...	(D)	4	1,235	8	342	11	617	2	(D)	8	636	53	
11	445	10	396	6	143	13	2,244	24	887	46	4,016	3	158	13	997	6	58	54	
18	3,279	24	1,707	23	1,769	25	5,817	38	1,840	53	6,587	13	803	41	3,639	17	551	55	
9	3,043	20	1,595	16	1,325	13	3,995	17	1,221	18	2,468	4	447	27	(D)	14	(D)	56	
9	236	4	112	7	444	12	1,822	21	619	35	4,119	9	356	14	(D)	3	(D)	57	
16	1,401	12	342	6	129	15	2,938	31	1,166	45	4,752	7	461	27	2,679	8	176	58	
7	652	8	271	3	93	10	2,371	14	365	15	1,588	3	262	7	(D)	6	(D)	59	
9	749	4	71	3	36	5	567	17	801	30	3,164	4	199	20	(D)	2	(D)	60	
9	896	9	394	10	229	15	2,610	25	1,235	30	2,133	5	279	27	2,944	6	40	61	
18	1,915	11	787	11	547	17	2,488	50	2,200	44	3,193	6	635	40	3,445	7	48	62	
7	837	10	(D)	9	(D)	11	1,580	23	1,293	11	1,536	4	(D)	20	2,154	4	32	63	
11	1,078	1	(D)	2	(D)	6	908	27	907	33	1,657	2	(D)	20	1,291	3	16	64	
15	3,224	33	2,489	29	2,694	25	8,724	59	2,586	55	8,143	13	1,179	66	6,674	17	389	65	
7	2,811	30	2,434	22	1,893	16	7,665	32	1,591	22	3,082	9	1,046	42	2,749	11	301	66	
8	413	3	55	7	804	9	1,059	27	995	33	5,061	4	133	24	3,925	6	88	67	
11	875	3	178	4	231	10	1,796	16	756	40	3,063	3	221	19	2,447	14	150	68	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Nicollet County.....	214	142	13,686	12,380	1,133	514	398	214	34	3,025	47	1,632
2	North Mankato.....	35	27	2,328	2,210	225	113	90	36	11	731	9	521
3	St. Peter.....	116	78	8,905	8,101	778	344	267	119	16	1,827	19	735
4	Remainder of County.....	63	37	2,453	2,059	130	57	41	59	7	477	19	376
5	Nobles County.....	314	222	32,131	30,063	2,598	1,045	857	303	52	5,835	50	1,385
6	Worthington.....	157	117	20,546	19,714	2,032	792	655	157	27	4,224	24	718
7	Remainder of County.....	157	105	11,585	10,349	566	253	202	146	25	1,611	26	667
8	Norman County.....	168	122	10,383	9,233	662	308	264	164	29	1,871	31	552
9	Olmsted County.....	572	428	66,792	63,416	8,393	3,164	2,662	575	75	9,161	117	5,445
10	Rochester.....	449	349	59,518	56,872	7,834	2,948	2,488	446	58	8,470	91	4,889
11	Remainder of County.....	123	79	7,274	6,544	559	216	182	129	17	711	26	556
12	Otter Tail County.....	567	405	40,767	38,029	3,481	1,590	1,310	576	85	7,101	113	2,708
13	Fergus Falls.....	189	153	19,925	19,471	2,243	96	80	184	26	3,369	23	1,064
14	Remainder of County.....	378	252	20,842	18,558	1,238	628	508	392	59	3,732	84	1,644
15	Pennington County.....	134	114	15,422	15,006	1,517	663	553	128	23	2,773	23	734
16	Thief River Falls.....	120	106	14,906	14,562	1,447	640	531	114	20	2,745	19	620
17	Remainder of County.....	14	8	516	444	70	23	22	14	3	25	4	114
18	Pine County.....	222	138	13,587	11,795	946	428	361	228	42	2,366	43	1,034
19	Pipestone County.....	250	164	19,221	16,837	1,497	610	518	248	40	3,258	41	906
20	Pipestone.....	144	98	12,962	11,332	1,123	449	387	135	20	1,645	26	624
21	Remainder of County.....	106	66	6,259	5,505	374	161	131	113	20	1,613	15	282
22	Polk County.....	450	328	35,650	32,928	3,243	1,331	1,137	445	76	7,508	83	3,119
23	Crookston.....	135	109	13,767	13,003	1,514	602	519	131	21	2,302	18	896
24	East Grand Forks.....	61	49	7,493	7,199	773	309	267	57	7	1,624	14	1,250
25	Remainder of County.....	254	170	14,390	12,726	961	420	351	257	48	3,522	51	973
26	Pope County.....	154	102	8,000	7,432	555	284	219	184	30	1,845	30	573
27	Glenwood.....	59	45	4,038	3,930	321	167	123	78	7	877	12	273
28	Remainder of County.....	95	57	3,962	3,502	234	117	96	106	23	968	18	300
29	Ramsey County.....	3,482	2,350	474,479	450,531	61,401	24,137	18,125	3,509	830	105,755	684	32,372
30	Falcon Heights.....	16	10	1,893	1,697	185	89	41	12	5	911	2	107
31	North St. Paul.....	39	25	3,834	3,576	385	163	97	40	14	1,312	5	422
32	Roseville.....	33	23	3,039	2,841	268	181	125	31	8	1,558	9	299
33	St. Paul.....	3,182	2,152	451,495	429,575	59,106	23,139	17,488	3,192	759	96,954	618	30,216
34	White Bear Lake.....	99	59	6,503	5,551	737	244	167	102	20	2,152	15	494
35	Remainder of County.....	113	81	7,725	7,291	720	321	207	132	24	2,864	35	422
36	Red Lake County.....	93	55	5,665	4,933	381	172	133	106	10	931	21	422
37	Redwood County.....	337	237	26,233	24,599	1,868	819	679	348	39	3,642	57	1,299
38	Redwood Falls.....	118	84	12,537	12,149	1,109	490	425	121	10	1,737	14	359
39	Remainder of County.....	219	153	13,696	12,440	759	329	254	227	29	1,905	43	940
40	Renville County.....	311	239	26,331	24,633	1,642	785	667	358	48	3,890	50	1,429
41	Rice County.....	379	269	30,209	28,089	2,824	1,247	985	398	69	6,135	64	2,093
42	Faribault.....	195	143	18,674	17,706	1,900	790	632	201	38	3,709	32	1,282
43	Northfield.....	112	82	7,840	7,346	717	363	274	117	20	1,837	18	415
44	Remainder of County.....	72	44	3,695	3,037	207	94	79	60	11	569	14	396
45	Rock County.....	146	104	12,971	12,187	1,055	435	343	141	20	1,694	21	501
46	Luverne.....	87	71	9,620	9,304	890	375	296	86	10	1,422	14	419
47	Remainder of County.....	59	33	3,341	2,883	165	60	47	55	10	272	7	142
48	Roseau County.....	132	114	10,697	10,271	818	374	326	140	23	1,924	23	633
49	St. Louis County.....	2,463	1,659	233,469	217,343	26,259	10,034	7,879	2,405	577	58,637	472	17,244
50	Chisholm.....	85	71	8,975	8,797	658	276	187	81	17	2,039	14	534
51	Duluth.....	1,268	850	136,025	127,967	16,876	6,266	4,975	1,200	328	31,655	215	9,732
52	Ely.....	103	81	8,251	7,825	668	287	217	108	15	2,390	30	723
53	Eveleth.....	80	62	6,614	5,966	557	211	163	78	21	1,806	16	588
54	Hibbing.....	227	155	25,913	24,401	3,027	1,052	867	225	51	6,972	40	1,375
55	Proctor.....	39	25	2,229	1,913	158	78	51	50	10	669	5	106
56	Virginia.....	231	173	24,573	23,073	2,711	1,054	817	226	41	6,241	39	1,502
57	Remainder of County.....	430	242	22,889	19,411	1,606	810	602	436	94	6,865	113	2,734
58	Scott County.....	248	180	17,838	16,518	1,149	590	435	254	41	2,777	54	1,646
59	Shakopee.....	69	57	7,419	7,275	565	258	185	64	9	1,069	22	798
60	Remainder of County.....	179	123	10,419	9,243	624	332	250	190	32	1,708	32	888
61	Sherburne County.....	105	73	8,394	7,553	635	272	203	111	15	1,414	19	481
62	St. Cloud (part) ¹	12	4	332	196	22	11	5	11	3	81	1	101
63	Remainder of County.....	93	69	8,062	7,362	613	261	195	100	12	1,333	18	411
64	Sibley County.....	196	138	14,009	12,521	1,075	501	413	213	27	1,910	41	1,279
65	Stearns County.....	818	568	70,439	65,119	7,232	2,990	2,351	816	120	10,703	163	4,889
66	St. Cloud (part) ¹	298	216	39,568	37,944	5,078	2,019	1,531	276	37	4,778	63	2,146
67	Sauk Centre.....	74	64	6,310	6,340	550	230	200	80	11	878	15	455
68	Remainder of County.....	446	288	24,361	20,905	1,604	741	620	460	72	5,047	85	2,318
69	Steele County.....	300	208	25,903	23,503	2,270	989	808	323	46	4,871	37	1,499
70	Owatonna.....	159	131	16,842	15,692	1,618	675	537	166	21	2,529	20	810
71	Remainder of County.....	141	77	9,061	7,811	652	314	271	157	25	2,342	17	689

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹St. Cloud is in Benton, Sherburne and Stearns counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matts., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
12	800	8	280	8	633	14	1,695	21	1,026	29	2,661	10	578	20	1,122	11	224	1
1	(D)	3	(D)	4	335	2	(D)	1	(D)	4	32	2
5	538	5	253	8	633	10	1,292	9	491	17	1,893	5	296	15	755	7	192	3
6	(D)	3	27	1	(D)	8	200	10	(D)	4	(D)	5	367	4
15	2,183	14	1,653	9	644	16	4,877	38	2,257	51	5,964	5	426	49	6,718	15	189	5
3	1,831	13	(D)	7	(D)	12	4,409	13	1,332	17	3,337	3	(D)	26	1,998	9	157	6
9	352	1	(D)	2	(D)	4	468	25	925	34	2,627	2	(D)	23	4,720	6	32	7
13	807	5	208	2	(D)	7	1,910	20	631	36	2,699	4	181	18	1,259	3	(D)	8
19	8,545	48	5,632	43	4,458	27	11,791	66	3,929	47	6,445	12	3,088	100	7,863	18	415	9
9	8,015	44	5,598	35	4,086	23	11,515	49	3,482	24	4,111	10	(D)	90	5,990	16	(D)	10
10	530	4	34	8	372	4	276	17	447	23	2,334	2	(D)	10	1,873	2	(D)	11
26	2,406	33	2,614	21	1,719	31	6,245	57	3,166	88	6,523	18	1,180	81	6,494	14	611	12
5	1,675	21	2,044	12	1,221	12	4,286	16	1,461	20	2,153	6	570	31	(D)	11	(D)	13
21	731	12	570	9	498	19	1,959	41	1,705	68	4,370	12	610	50	(D)	3	(D)	14
8	1,708	10	820	9	912	10	3,221	13	722	14	2,119	4	553	17	1,851	3	9	15
7	(D)	10	820	9	912	10	3,221	10	627	14	2,119	4	553	14	(D)	3	9	16
1	(D)	3	95	3	(D)	17
18	633	4	232	8	321	17	2,045	30	1,338	31	3,253	4	256	21	2,005	4	104	18
9	1,388	12	509	8	637	20	4,400	29	1,037	39	4,679	5	286	23	1,803	24	318	19
5	1,129	10	(D)	7	(D)	14	3,754	-16	639	18	2,614	3	(D)	12	1,054	13	189	20
4	259	2	(D)	1	(D)	6	646	13	398	21	2,065	2	(D)	11	749	11	129	21
25	2,291	24	1,144	17	1,551	27	5,253	58	3,646	76	6,669	8	838	37	3,360	19	271	22
5	998	12	695	13	1,193	10	2,820	17	1,192	19	2,518	3	443	11	609	6	101	23
3	101	3	162	2	(D)	4	(D)	7	838	7	933	1	(D)	6	1,189	7	144	24
17	1,192	9	287	2	(D)	13	(D)	34	1,616	50	3,218	4	(D)	20	1,562	6	26	25
12	609	8	335	1	(D)	10	1,485	22	435	23	1,742	3	208	13	729	2	(D)	26
5	322	4	293	1	(D)	3	902	10	207	7	821	2	(D)	8	158	27
7	287	4	42	7	583	12	228	16	921	1	(D)	5	571	2	(D)	28
79	73,855	220	32,242	178	23,724	108	66,815	422	26,483	166	24,588	117	16,342	448	31,816	230	40,487	29
1	(D)	1	(D)	3	(D)	1	(D)	1	(D)	2	(D)	30
3	(D)	2	(D)	7	(D)	...	834	3	481	31
3	262	(D)	3	171	3	81	2	(D)	1	(D)	4	28	32
67	73,171	207	31,430	164	22,943	101	66,074	387	24,177	140	20,855	110	15,456	419	29,948	210	40,267	33
4	191	7	291	9	316	4	413	6	613	10	1,062	3	237	13	604	8	130	34
1	(D)	3	131	2	(D)	2	(D)	18	1,252	9	1,756	1	(D)	12	(D)	6	(D)	35
4	224	4	(D)	2	(D)	3	(D)	13	433	19	1,768	...	(D)	13	929	4	34	36
22	2,348	17	840	11	706	26	4,616	36	1,516	61	6,401	10	524	41	4,206	17	135	37
12	1,843	9	(D)	2	(D)	13	3,218	15	574	13	1,818	3	286	15	1,701	12	72	38
10	505	8	(D)	9	(D)	13	1,398	21	942	48	4,583	7	238	26	2,505	5	63	39
13	1,064	11	435	16	521	23	5,047	39	2,050	68	7,281	9	463	23	4,074	11	77	40
14	2,488	23	1,776	20	1,195	22	5,985	42	2,513	63	4,725	9	849	40	2,146	13	304	41
6	2,036	14	987	11	812	14	4,306	23	1,666	19	2,178	5	507	21	(D)	12	(D)	42
4	315	9	789	6	317	4	1,241	10	651	25	1,475	3	(D)	12	439	1	(D)	43
4	137	3	66	4	438	9	196	19	1,072	1	(D)	7	(D)	44
9	1,357	5	506	9	476	11	2,190	20	1,024	22	2,415	3	163	17	2,417	9	168	45
4	1,174	5	506	7	(D)	9	(D)	10	597	9	1,481	3	163	9	1,172	7	(D)	46
5	183	2	(D)	2	(D)	10	427	13	934	8	1,245	2	(D)	47
10	720	8	441	5	240	10	1,338	13	672	23	3,717	4	240	12	(D)	1	(D)	48
120	28,126	184	17,110	118	11,665	122	40,438	273	14,023	122	13,501	48	6,574	329	17,536	98	8,565	49
3	218	8	273	5	693	5	1,499	8	495	6	615	2	(D)	17	(D)	50
34	18,222	112	11,397	69	7,039	55	21,502	142	8,300	49	4,775	26	4,294	169	11,089	69	8,020	51
8	687	7	365	4	144	6	1,712	4	306	7	984	2	(D)	14	(D)	6	64	52
4	364	4	301	5	440	6	1,649	7	244	4	483	2	(D)	11	(D)	53
10	2,978	21	1,831	10	1,495	18	6,111	20	879	16	1,895	4	594	31	1,643	6	140	54
...	...	3	42	2	(D)	1	(D)	7	238	4	335	1	(D)	6	345	55
6	2,193	24	2,776	10	1,531	20	4,896	30	1,622	17	1,913	3	605	34	1,218	7	76	56
55	3,464	5	125	13	(D)	11	(D)	55	1,939	19	2,501	8	465	47	1,542	10	265	57
13	845	6	(D)	17	382	17	3,237	32	1,155	31	2,380	7	310	25	2,359	5	(D)	58
2	(D)	2	(D)	4	139	5	1,591	8	358	5	499	4	246	5	95	3	(D)	59
11	(D)	4	158	13	243	12	1,646	24	797	26	1,881	3	64	20	2,264	2	(D)	60
5	127	2	(D)	1	(D)	7	1,921	18	1,009	14	1,534	3	195	17	1,356	4	48	61
...	...	1	(D)	2	(D)	3	(D)	2	(D)	62
5	127	1	(D)	1	(D)	7	1,921	16	(D)	14	1,534	14	(D)	2	(D)	63
10	1,195	3	105	3	161	15	2,808	20	738	40	3,753	8	365	15	1,551	14	144	64
48	10,019	42	3,517	29	2,287	66	13,964	91	3,791	102	11,443	26	2,414	99	6,837	32	575	65
9	7,293	25	2,971	22	1,831	26	9,626	32	1,876	18	4,660	6	1,712	40	2,293	20	382	66
3	(D)	5	286	2	(D)	8	1,083	11	440	9	1,283	2	(D)	8	1,312	67
36	(D)	12	260	5	(D)	32	3,255	48	1,475	75	5,500	18	(D)	51	3,232	12	193	68
11	1,583	11	806	13	868	21	5,051	53	2,886	44	4,453	7	610	46	3,141	11	135	69
7	1,466	10	(D)	9	578	14	3,976	22	1,811	20	2,773	4	(D)	29	1,618	3	59	70
4	117	1	(D)	4	290	7	1,075	31	1,075	24	1,680	3	(D)	17	1,523	8	76	71

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Stevens County.....	152	116	11,631	10,977	971	434	357	150	21	1,943	33	743
2	Morris.....	84	70	7,578	7,386	712	314	264	86	14	1,233	13	400
3	Remainder of County.....	68	46	4,053	3,591	259	120	103	64	7	710	20	343
4	Swift County.....	233	179	18,455	17,547	1,382	676	550	241	32	2,927	43	865
5	Benson.....	88	72	7,759	7,589	617	276	221	92	10	1,425	15	278
6	Remainder of County.....	145	107	10,696	9,958	765	400	329	149	22	1,502	28	587
7	Todd County.....	281	185	17,641	15,381	1,228	595	490	302	59	3,512	55	1,216
8	Staples.....	59	49	4,454	4,134	353	180	148	74	10	1,139	14	348
9	Remainder of County.....	212	136	13,147	11,247	875	415	342	228	49	2,373	41	868
10	Traverse County.....	118	84	9,243	8,513	605	312	234	131	22	1,449	15	456
11	Wabasha County.....	266	186	16,578	15,434	1,257	559	425	270	47	3,425	51	1,280
12	Lake City.....	75	65	5,438	5,376	543	241	180	71	11	987	15	434
13	Remainder of County.....	191	121	11,140	10,058	714	318	245	199	36	2,438	36	796
14	Wadena County.....	202	142	17,291	15,657	1,454	597	494	208	33	2,410	33	980
15	Wadena.....	103	81	11,853	11,397	1,123	441	371	111	21	1,899	19	561
16	Remainder of County.....	99	61	5,438	4,260	331	156	123	97	12	511	14	399
17	Waseca County.....	188	140	15,674	14,374	1,254	577	465	212	27	2,787	38	1,188
18	Waseca.....	105	77	9,857	9,355	921	403	336	117	10	1,409	20	732
19	Remainder of County.....	83	63	5,817	5,009	333	174	129	95	17	1,378	18	456
20	Washington County.....	406	270	30,009	27,349	2,736	1,104	777	425	79	7,721	91	2,005
21	Bayport.....	16	14	942	(D)	(D)	(D)	(D)	(D)	5	420	4	212
22	Hastings (part) ⁴	5	1	102	(D)	(D)	(D)	(D)	(D)	2	(D)
23	Stillwater.....	135	97	14,550	13,662	1,450	527	408	133	31	3,869	19	728
24	Remainder of County.....	250	158	14,415	12,733	1,212	525	338	268	41	(D)	68	2,065
25	Watsonwan County.....	236	154	15,909	14,283	1,207	514	409	259	28	2,985	35	855
26	St. James.....	101	71	7,554	7,014	641	266	207	111	12	1,534	15	343
27	Remainder of County.....	135	83	8,355	7,269	566	248	202	148	16	1,451	20	512
28	Wilkin County.....	118	86	8,753	8,289	642	308	246	125	23	2,006	21	807
29	Breckenridge.....
30	Remainder of County.....	58	36	3,554	3,198	181	79	68	61	10	415	8	126
31	Winona County.....	489	309	38,903	35,437	4,022	1,790	1,367	524	36	7,445	127	2,541
32	Winona.....	341	235	31,305	29,319	3,463	1,542	1,175	352	51	5,710	81	2,599
33	Remainder of County.....	148	74	7,598	6,118	559	248	192	172	35	1,735	46	1,092
34	Wright County.....	435	277	26,019	22,937	1,820	862	679	468	72	5,135	90	1,930
35	Yellow Medicine County.....	221	167	14,643	13,483	1,072	514	425	234	43	3,074	34	1,117
36	Granite Falls (part) ³	48	44	4,058	3,968	326	161	128	60	8	934	11	251
37	Remainder of County.....	173	123	10,585	9,515	746	353	297	174	35	2,140	23	866

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

³Granite Falls is in Chippewa and Yellow Medicine counties. ⁴Hastings is in Dakota and Washington counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
12	1,065	7	444	8	456	9	2,524	12	563	32	2,566	3	243	11	1,056	4	28	
4	649	7	444	5	391	6	1,834	6	314	20	1,748	2	(D)	5	370	2	(D)	
8	416	3	65	3	690	6	249	12	818	1	(D)	6	686	2	(D)	
12	1,258	13	459	7	399	16	3,124	34	1,603	41	4,481	5	(D)	29	3,030	1	(D)	
3	(D)	9	382	5	(D)	7	1,505	12	630	9	1,329	3	161	14	1,321	1	(D)	
9	(D)	4	77	2	(D)	9	1,619	22	973	32	3,152	2	(D)	15	1,709	
10	1,037	12	585	6	276	19	3,080	29	1,292	41	2,976	11	404	31	3,203	8	60	
2	(D)	5	248	3	139	5	1,003	8	355	8	596	2	(D)	10	360	2	(D)	
8	(D)	7	337	3	137	14	2,077	21	937	33	2,380	9	(D)	21	2,843	6	(D)	
6	668	9	264	4	144	7	994	18	679	19	2,757	3	177	12	1,655	
14	702	17	697	7	201	14	2,589	19	628	48	4,492	3	291	36	2,213	10	60	
3	185	7	337	4	135	5	1,464	11	359	6	763	1	(D)	10	580	2	(D)	
11	517	10	360	3	66	9	1,125	8	269	42	3,729	2	(D)	26	1,633	8	(D)	
23	1,734	9	415	7	356	23	3,867	25	826	17	3,798	4	280	24	2,547	4	98	
6	1,059	6	380	2	(D)	9	3,074	13	442	8	2,739	2	(D)	15	1,253	2	(D)	
17	675	3	35	5	(D)	14	793	12	384	9	1,059	2	(D)	9	1,294	2	(D)	
9	1,106	13	509	11	498	5	2,334	19	1,215	38	4,510	4	330	19	1,127	4	70	
6	(D)	9	368	7	292	4	(D)	10	682	21	2,659	3	(D)	11	566	4	(D)	
3	(D)	4	141	4	206	1	(D)	9	533	17	1,851	1	(D)	8	561	1	(D)	
15	1,347	11	552	19	738	22	5,340	45	2,581	42	5,091	8	836	60	2,181	14	617	
...	2	(D)	1	(D)	1	(D)	1	(D)	2	(D)	
...	
4	769	9	(D)	6	486	12	3,063	14	875	11	2,185	3	503	21	1,058	5	(D)	
11	578	2	(D)	12	(D)	8	(D)	30	(D)	30	(D)	4	(D)	37	(D)	7	61	
14	1,150	10	332	10	574	15	2,128	40	1,149	44	4,491	6	425	22	1,726	12	94	
5	629	5	119	5	230	10	1,007	14	525	15	2,247	3	286	11	584	6	50	
9	521	5	213	5	344	5	1,121	26	624	29	2,244	3	139	11	1,142	6	44	
2	(D)	7	227	5	257	6	1,182	16	754	26	2,194	3	261	7	776	2	(D)	
1	(D)	6	(D)	5	257	2	(D)	5	462	9	880	2	(D)	2	(D)	2	(D)	
1	(D)	1	(D)	4	(D)	11	292	17	1,314	1	(D)	5	(D)	
24	4,229	25	2,141	32	1,683	31	8,341	37	1,609	38	4,409	8	959	59	4,021	22	375	
12	3,838	23	(D)	26	1,476	27	7,074	28	1,308	18	2,641	6	(D)	50	3,426	19	319	
12	391	2	(D)	6	207	4	1,267	9	301	20	1,768	2	(D)	9	595	3	56	
24	1,368	8	492	20	812	23	5,195	44	1,528	69	5,243	10	520	47	3,150	28	626	
13	559	13	784	7	211	10	2,289	22	939	48	4,119	8	(D)	21	1,161	2	(D)	
2	(D)	2	(D)	3	76	3	1,166	6	207	7	707	1	(D)	5	350	
11	(D)	11	(D)	4	135	7	1,123	16	732	41	3,412	7	363	16	811	2	(D)	

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PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to Bureau of the Census, Washington 25, D. C.

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OFFICIAL BUSINESS

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1954 Census of Business

RETAIL TRADE

January 1956

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MISSISSIPPI

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the “employer” universe, and those with no paid employment during 1954, i. e., the “non-employer” universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of “Employers”

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of “Non-Employers”

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “non-employer” segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
MISSISSIPPI

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	16,926	10,122	1,277,158	1,139,874	21,533	11,973	1,007,340	903,096
Food stores.....	4,892	1,796	288,935	221,635	8,729	2,801	236,026	170,063
Eating, drinking places.....	1,931	1,257	53,096	44,156	3,530	1,962	46,253	39,619
General merchandise group.....	1,788	1,084	149,245	135,083	1,896	1,225	146,122	134,633
Apparel, accessories stores.....	1,051	945	78,464	76,384	936	796	70,063	68,009
Furniture, home furnishings, appliance dealers.....	799	651	57,987	54,431	806	672	49,074	46,944
Automotive group.....	962	822	270,811	266,563	1,013	924	206,928	204,205
Gasoline service stations.....	1,837	1,279	103,504	90,202	1,999	1,441	60,635	54,287
Lumber, bldg. matis., hardware, farm equipment dealers..	912	732	109,622	105,094	863	755	98,461	95,857
Drug stores, proprietary stores.....	648	518	40,110	36,902	625	530	30,645	29,429
Other retail stores.....	1,666	954	115,867	103,433	1,111	844	60,898	57,837
Nonstore retailers.....	440	84	9,517	5,991	25	23	2,235	2,213

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Mississippi, total.....	16,926	10,122	1,277,158	1,139,874	111,090	55,310	47,068	17,377	4,892	288,935	1,931	53,096
2	Adams County.....	333	227	31,845	29,705	3,276	1,773	1,552	343	101	6,918	71	2,915
3	Natchez.....	298	202	29,600	27,742	3,114	1,646	1,442	299	89	6,220	57	2,332
4	Remainder of County.....	35	25	2,245	1,963	162	127	110	44	12	698	14	583
5	Alcorn County.....	306	178	19,433	17,015	1,540	877	714	322	75	3,307	40	655
6	Corinth.....	270	156	18,535	16,375	1,470	837	680	281	67	2,982	31	534
7	Remainder of County.....	36	22	898	640	70	40	34	41	8	325	9	121
8	Amite County.....	100	50	6,896	6,078	325	177	142	110	30	1,042	8	110
9	Attala County.....	184	108	12,976	11,496	980	534	422	197	56	3,357	7	202
10	Kosciusko.....	144	98	11,818	10,814	947	520	409	153	38	2,927	5	(D)
11	Remainder of County.....	40	10	1,158	682	33	14	13	44	18	439	2	(D)
12	Benton County.....	35	13	938	650	35	21	21	37	10	184	3	19
13	Bolivar County.....	451	247	31,928	27,160	2,706	1,198	981	426	142	7,316	47	1,056
14	Cleveland.....	150	98	17,350	16,048	1,859	743	651	138	30	2,603	23	723
15	Remainder of County.....	301	149	14,578	11,112	847	455	330	288	112	4,713	24	333
16	Calhoun County.....	128	64	6,138	4,830	313	168	149	135	35	1,104	4	48
17	Carroll County.....	90	30	2,197	1,347	124	78	60	96	46	875	9	186
18	Chickasaw County.....	151	89	7,091	5,753	468	277	228	154	52	1,909	4	64
19	Choctaw County.....	61	23	2,603	1,529	111	52	45	69	7	406	3	25
20	Claiborne County.....	86	56	5,610	5,202	451	230	210	87	25	1,397	10	146
21	Port Gibson.....	61	45	4,932	4,714	422	204	189	63	16	1,175	6	96
22	Remainder of County.....	25	11	678	488	29	26	21	24	9	222	4	50
23	Clarke County.....	144	76	6,952	5,936	393	242	199	144	53	1,684	9	112
24	Clay County.....	133	89	8,534	7,770	762	369	287	137	27	2,257	13	284
25	West Point.....	124	86	8,170	7,648	752	364	283	121	19	(D)	12	(D)
26	Remainder of County.....	9	3	364	122	10	5	4	16	8	(D)	1	(D)
27	Coshoma County.....	410	244	30,526	25,736	2,851	1,315	1,146	410	118	8,803	39	1,044
28	Clarksdale.....	299	201	25,644	23,294	2,681	1,217	1,080	291	70	6,805	36	1,033
29	Remainder of County.....	111	43	4,882	2,442	170	98	66	119	48	1,998	3	11
30	Copiah County.....	224	124	13,169	10,937	877	484	400	225	64	3,899	13	165
31	Crystal Springs.....	83	45	5,552	4,752	359	197	132	79	24	1,966	4	58
32	Hazlehurst.....	83	55	5,429	4,667	404	236	198	80	20	1,410	6	84
33	Remainder of County.....	58	24	2,188	1,518	114	51	50	66	20	523	3	21
34	Covington County.....	106	56	5,240	4,584	356	224	196	116	33	1,109	12	123
35	De Soto County.....	123	69	6,885	6,001	455	227	189	119	41	1,757	12	176
36	Forrest County.....	460	310	45,333	42,135	4,736	2,369	2,064	465	102	7,741	95	2,496
37	Hattiesburg.....	408	276	42,729	39,929	4,565	2,264	1,972	408	85	6,720	82	2,165
38	Remainder of County.....	52	34	2,594	2,206	171	105	92	57	17	1,021	13	243
39	Franklin County.....	94	34	3,702	2,550	182	104	98	102	42	1,067	7	75
40	George County.....	86	50	6,374	5,808	474	262	195	85	29	1,475	9	179
41	Greene County.....	59	33	2,304	1,806	132	74	67	60	23	768	6	87
42	Grenada County.....	166	108	10,197	9,355	884	462	387	174	49	2,578	10	254
43	Grenada.....	146	100	9,355	8,629	840	440	366	153	42	2,332	10	254
44	Remainder of County.....	20	8	1,042	726	44	22	21	21	7	246
45	Hancock County.....	130	80	7,198	6,368	500	264	226	143	39	2,274	29	571
46	Bay St. Louis.....	73	51	4,865	4,475	375	193	166	74	14	1,467	18	263
47	Remainder of County.....	57	29	2,333	1,893	125	71	60	69	25	807	11	306
48	Harrison County.....	963	605	85,063	78,021	8,789	4,037	3,594	988	228	20,022	223	4,531
49	Biloxi.....	17	253	34,836	31,152	3,377	1,604	1,423	452	93	8,074	114	4,566
50	Gulfport.....	355	249	39,783	37,907	4,448	1,983	1,784	351	86	8,708	59	2,069
51	Long Beach.....	44	12	1,211	755	68	41	28	45	8	370	6	86
52	Pass Christian.....	53	27	2,058	1,594	134	63	52	54	17	856	11	369
53	Remainder of County.....	94	64	7,185	6,613	742	346	307	86	24	2,014	33	2,441
54	Hinds County.....	1,274	914	152,367	145,345	16,549	7,564	6,570	1,212	299	33,320	210	8,267
55	Jackson.....	1,054	774	138,173	132,671	15,416	6,956	6,072	987	212	28,062	181	7,276
56	Remainder of County.....	220	140	14,194	12,674	1,133	608	498	225	87	5,258	29	991
57	Holmes County.....	247	141	13,798	12,006	980	583	472	267	66	3,315	28	417
58	Lexington.....	69	45	5,216	4,950	479	231	203	75	20	1,174	3	(D)
59	Remainder of County.....	178	96	8,582	7,056	501	352	269	192	46	2,144	25	(D)
60	Humphreys County.....	137	75	8,913	7,661	633	295	255	144	45	2,313	12	161
61	Belzoni.....	86	48	6,835	6,153	529	245	209	80	27	1,530	10	(D)
62	Remainder of County.....	51	27	2,078	1,508	104	50	46	64	18	783	2	(D)
63	Issaquena County.....	22	4	572	246	10	11	7	22	16	362
64	Itawamba County.....	86	34	4,357	3,165	237	134	117	89	31	732	6	40

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
1,788	149,245	1,051	78,464	799	57,987	962	270,811	1,837	103,504	912	109,622	648	40,110	1,666	115,867	440	9,517	1	
12	2,991	31	2,979	18	1,851	17	6,151	30	2,254	8	2,113	10	1,178	30	2,371	5	124	2	
11	(D)	31	2,979	17	(D)	17	6,151	24	1,863	7	(D)	10	1,178	30	2,371	5	124	3	
1	(D)	1	(D)	6	391	1	(D)	4	
14	1,186	27	1,524	18	1,282	25	5,749	32	1,372	21	1,873	12	(D)	40	1,816	2	(D)	5	
7	1,072	27	1,524	17	(D)	24	(D)	26	1,164	21	1,873	11	622	37	1,789	2	(D)	6	
7	114	1	(D)	1	(D)	6	208	1	(D)	3	27	...	(D)	7	
23	1,414	2	(D)	1	(D)	11	3,023	7	364	5	238	4	127	7	539	2	(D)	8	
16	1,113	11	1,270	10	648	11	3,099	27	887	18	1,413	5	317	20	623	3	47	9	
9	947	11	1,270	10	648	10	(D)	20	729	15	1,327	5	317	18	(D)	3	47	10	
7	166	1	(D)	7	158	3	86	2	(D)	11	
10	230	1	(D)	1	(D)	7	94	1	(D)	1	(D)	1	(D)	12	
63	2,689	25	1,554	15	897	17	4,801	40	2,803	30	4,727	20	967	45	(D)	7	(D)	13	
11	842	10	854	9	809	10	3,101	21	1,663	11	3,409	3	405	16	(D)	6	(D)	14	
52	1,847	15	700	6	88	7	1,700	19	1,140	19	1,318	17	562	29	(D)	1	(D)	15	
17	680	7	248	5	101	7	1,147	18	652	11	1,052	8	275	12	759	4	72	16	
18	513	2	(D)	1	(D)	3	295	4	108	2	(D)	5	102	17	
20	758	10	480	8	246	9	1,018	13	425	13	1,263	7	244	13	(D)	2	(D)	18	
19	706	2	(D)	1	(D)	5	575	10	378	5	126	1	(D)	6	217	2	(D)	19	
11	360	9	342	5	313	3	952	8	377	2	(D)	3	167	8	1,230	2	(D)	20	
5	90	9	342	5	313	3	952	4	(D)	2	(D)	3	167	8	1,230	21	
6	270	4	(D)	2	(D)	22	
31	872	2	(D)	11	306	7	1,646	21	695	2	(D)	3	192	3	(D)	2	(D)	23	
10	629	10	729	8	334	11	2,118	13	594	6	471	7	372	23	680	5	66	24	
10	629	10	729	8	334	11	2,118	13	594	6	471	7	372	23	680	5	66	25	
...	26	
46	2,462	35	2,321	23	1,432	18	5,544	39	2,155	19	3,428	17	792	50	2,465	6	80	27	
20	1,424	32	2,190	21	(D)	18	5,544	25	1,712	16	3,104	12	627	43	(D)	6	80	28	
26	1,038	3	131	2	(D)	14	443	3	324	5	165	7	(D)	29	
34	1,954	12	569	9	429	9	1,922	18	824	12	1,275	10	600	29	1,384	14	148	30	
8	421	4	(D)	4	236	3	1,033	5	244	4	660	4	(D)	10	391	13	(D)	31	
10	729	7	301	5	193	2	(D)	7	322	6	(D)	5	377	15	949	32	
16	804	1	(D)	4	(D)	6	258	2	(D)	1	(D)	4	44	1	(D)	33	
16	1,320	1	(D)	2	(D)	6	1,348	23	631	5	307	4	237	4	38	34	
25	1,009	1	(D)	3	(D)	8	1,969	10	610	9	778	2	(D)	12	412	35	
16	7,111	26	2,679	32	2,259	27	9,575	57	3,847	26	2,847	18	1,208	42	5,186	19	462	36	
11	6,630	26	2,679	31	(D)	27	9,575	47	3,334	25	(D)	15	1,074	41	(D)	18	(D)	37	
5	481	1	(D)	10	513	1	(D)	3	134	1	(D)	1	(D)	38	
15	620	1	(D)	5	738	11	272	4	159	3	189	4	515	2	(D)	39	
3	213	6	352	7	211	7	1,646	6	557	6	1,026	3	(D)	10	(D)	40	
6	340	1	(D)	4	92	3	523	8	267	4	87	3	(D)	1	(D)	41	
16	694	15	742	9	624	8	2,352	21	1,043	6	833	8	442	21	807	3	28	42	
11	542	15	742	9	624	7	(D)	17	791	5	(D)	8	442	19	(D)	3	28	43	
5	152	1	(D)	4	252	1	(D)	2	(D)	44	
7	368	3	170	7	191	7	1,144	17	1,114	10	890	5	248	5	(D)	1	(D)	45	
3	196	3	170	5	(D)	7	1,144	8	358	8	(D)	4	(D)	2	(D)	1	(D)	46	
4	172	2	(D)	9	756	2	(D)	1	(D)	3	32	47	
25	9,642	67	6,230	50	4,836	51	16,372	122	7,139	47	4,716	30	2,598	94	3,563	26	414	48	
8	2,564	38	(D)	20	2,104	28	7,601	41	2,825	17	1,935	13	1,093	43	1,517	2	(D)	49	
12	6,866	27	3,594	25	2,632	19	7,764	45	2,928	18	1,859	11	1,285	38	1,880	15	198	50	
1	(D)	14	415	5	161	1	(D)	2	(D)	7	67	51	
1	(D)	1	(D)	3	(D)	1	(D)	4	207	4	(D)	4	(D)	7	77	52	
3	(D)	1	(D)	2	(D)	3	(D)	18	764	3	(D)	1	(D)	4	(D)	2	(D)	53	
60	17,598	125	12,394	60	7,566	52	36,472	149	10,955	44	9,189	68	5,155	142	9,527	65	1,914	54	
41	16,572	119	12,221	58	(D)	44	33,660	128	8,956	39	8,832	56	4,724	120	8,484	63	(D)	55	
19	1,026	6	173	2	(D)	8	2,912	23	1,999	5	357	12	431	22	1,053	2	(D)	56	
41	1,671	11	533	5	397	15	2,863	28	1,406	16	1,353	15	449	20	1,367	4	24	57	
8	291	3	258	3	(D)	3	1,138	6	364	6	996	5	209	8	443	4	24	58	
33	1,380	8	275	2	(D)	12	1,725	20	1,042	10	357	10	240	12	924	59	
26	981	2	(D)	6	362	1	(D)	11	1,654	11	1,493	8	316	12	565	3	67	60	
14	622	2	(D)	3	(D)	1	(D)	6	1,348	9	(D)	3	226	8	490	3	67	61	
12	359	3	(D)	5	306	2	(D)	5	90	4	75	62	
4	(D)	2	(D)	63	
12	274	5	214	4	367	7	1,246	5	195	6	672	2	(D)	8	(D)	64	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Jackson County.....	367	231	27,335	24,575	2,112	1,158	1,025	385	109	8,671	92	2,211
2	Moss Point.....	66	46	5,219	4,833	398	199	170	70	20	1,230	8	233
3	Ocean Springs.....	58	34	3,991	3,453	347	158	140	56	10	911	18	317
4	Pascagoula.....	175	121	15,131	14,139	1,232	707	631	182	54	5,149	45	1,271
5	Remainder of County.....	68	30	2,944	2,150	135	94	84	77	25	1,321	21	390
6	Jasper County.....	107	63	6,111	5,065	376	204	166	110	31	1,135	9	116
7	Jefferson County.....	68	44	4,013	3,597	261	176	146	79	18	799	8	123
8	Jefferson Davis County.....	89	45	5,422	4,354	348	232	205	97	33	1,206	2	(0)
9	Jones County.....	409	275	36,192	33,724	3,778	1,983	1,630	386	107	8,193	55	1,411
10	Ellisville.....	35	21	1,605	1,375	84	58	41	33	8	694	1	(0)
11	Laurel.....	322	226	32,582	30,714	3,575	1,825	1,509	294	75	6,586	45	1,072
12	Remainder of County.....	52	28	2,005	1,635	119	100	80	59	24	913	4	(0)
13	Kemper County.....	70	32	3,218	2,312	165	83	74	80	21	561	2	(0)
14	Lafayette County.....	125	83	8,765	8,241	771	432	357	142	30	1,925	10	340
15	Oxford.....	101	73	7,539	7,183	697	379	324	115	18	1,747	9	(0)
16	Remainder of County.....	24	10	1,226	1,058	74	53	33	27	12	178	1	(0)
17	Lamar County.....	102	52	3,818	2,930	251	127	106	108	31	1,345	11	190
18	Lauderdale County.....	644	422	56,110	52,138	5,770	2,789	2,451	592	178	12,791	94	2,788
19	Meridian.....	541	377	52,366	49,470	5,607	2,687	2,362	489	140	11,655	71	2,222
20	Remainder of County.....	103	45	3,744	2,668	163	102	89	103	38	1,136	23	566
21	Lawrence County.....	101	41	4,583	3,457	213	129	111	108	26	820	7	96
22	Leake County.....	122	66	6,953	5,867	429	261	206	131	25	1,052	7	131
23	Lee County.....	351	213	33,718	30,042	2,953	1,399	1,153	373	97	7,185	30	750
24	Tupelo.....	239	169	28,549	26,799	2,745	1,295	1,059	246	57	5,554	22	591
25	Remainder of County.....	112	44	5,169	3,253	208	104	84	127	40	1,631	8	159
26	Leflore County.....	416	264	39,056	36,082	3,888	1,511	1,421	421	107	7,422	44	1,212
27	Greenwood.....	287	193	33,180	31,562	3,523	1,422	1,276	275	65	5,952	32	961
28	Remainder of County.....	129	71	5,876	4,520	365	189	145	146	42	1,470	12	231
29	Lincoln County.....	236	132	18,580	16,580	1,761	895	739	246	94	4,973	16	383
30	Brookhaven.....	185	123	16,578	15,486	1,615	834	680	198	52	4,035	16	383
31	Remainder of County.....	51	9	2,002	1,094	146	61	59	48	32	938
32	Lowndes County.....	355	201	23,929	21,315	2,076	1,140	962	380	118	5,374	55	1,598
33	Columbus.....	273	161	21,024	19,060	1,870	986	822	283	89	4,806	37	941
34	Remainder of County.....	82	40	2,905	2,255	206	154	140	97	29	568	18	657
35	Madison County.....	238	136	14,553	12,845	1,133	618	519	269	70	2,943	21	571
36	Canton.....	161	99	10,069	9,107	837	478	405	181	47	2,416	14	367
37	Remainder of County.....	77	37	4,484	3,738	296	140	114	88	23	527	7	204
38	Marion County.....	177	117	14,097	12,879	1,335	663	556	184	54	2,770	24	356
39	Columbia.....	143	105	12,783	12,061	1,262	622	518	148	37	2,372	21	318
40	Remainder of County.....	34	12	1,314	818	73	41	38	36	17	398	3	38
41	Marshall County.....	151	87	7,873	6,485	610	343	264	151	43	2,339	9	213
42	Holly Springs.....	79	63	5,583	5,149	455	280	206	81	18	1,903	5	164
43	Remainder of County.....	72	24	2,290	1,336	155	63	58	70	25	436	4	49
44	Monroe County.....	264	150	16,666	14,126	1,252	714	579	280	104	4,953	19	293
45	Aberdeen.....	100	70	7,638	6,838	639	383	296	101	35	2,210	9	162
46	Amory.....	102	58	6,967	6,025	529	284	238	113	33	1,843	10	131
47	Remainder of County.....	62	22	2,061	1,263	84	47	45	66	36	900
48	Montgomery County.....	143	73	7,202	5,888	531	300	238	148	43	1,812	9	173
49	Winona.....	78	54	5,215	4,731	471	256	205	79	17	1,070	5	98
50	Remainder of County.....	65	19	1,987	1,157	60	44	33	69	26	742	4	75
51	Neahoba County.....	132	82	8,682	7,738	665	365	293	141	37	1,922	7	88
52	Philadelphia.....	100	72	7,452	6,902	604	326	256	106	17	1,614	7	88
53	Remainder of County.....	32	10	1,230	866	61	39	37	35	20	308
54	Newton County.....	169	109	10,513	9,053	731	461	362	180	61	2,217	8	295
55	Newton.....	62	54	4,999	4,873	398	271	195	62	14	1,028	2	(0)
56	Remainder of County.....	107	55	5,514	4,180	333	190	164	118	47	1,189	6	(0)
57	Noxubee County.....	100	62	7,142	6,134	493	296	258	104	32	1,453	4	22
58	Oktibbeha County.....	141	85	10,946	9,916	841	359	288	160	32	2,860	10	260
59	Starkville.....	101	73	9,544	9,156	802	331	261	109	19	2,520	9	(0)
60	Remainder of County.....	40	12	1,402	760	39	28	27	51	13	340	1	(0)
61	Panola County.....	214	114	14,996	13,228	953	527	410	230	62	4,137	14	219
62	Pearl River County.....	211	115	14,834	12,940	1,190	530	469	212	67	2,958	21	408
63	Picayune.....	114	72	10,233	9,227	874	373	329	121	37	1,844	6	207
64	Remainder of County.....	97	43	4,601	3,763	316	157	140	91	30	1,114	15	211
65	Perry County.....	59	29	3,318	2,986	234	116	96	58	23	498	2	(0)
66	Pike County.....	350	214	26,596	23,872	2,353	1,116	985	340	99	6,437	42	1,003
67	McComb.....	205	137	18,873	17,621	1,800	831	730	201	42	4,270	23	572
68	Remainder of County.....	145	77	7,723	6,251	553	285	255	139	57	2,167	19	431

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
16	1,858	21	1,211	25	1,553	22	4,590	34	2,038	15	1,653	6	1,012	22	2,514	5	24	
3	478	4	(D)	5	371	6	1,008	6	453	5	547	2	(D)	6	371	1	(D)	
6	(D)	1	(D)	6	258	1	(D)	9	301	2	(D)	1	(D)	4	(D)	
4	1,088	15	921	14	924	10	3,499	13	921	6	401	3	593	9	(D)	2	(D)	
3	(D)	1	(D)	5	(D)	6	363	2	(D)	3	(D)	2	(D)	
18	840	6	58	6	1,120	11	392	6	952	5	211	13	(D)	2	(D)	
13	765	5	1,411	7	249	1	(D)	4	130	10	451	2	(D)	
16	1,477	1	(D)	2	(D)	7	1,400	10	335	6	293	4	192	8	389	
28	6,466	27	1,828	23	2,171	25	7,210	50	2,421	15	1,784	15	1,276	49	3,273	15	159	
2	187	3	(D)	5	75	6	420	3	(D)	3	141	4	22	
16	5,869	24	(D)	18	2,096	24	(D)	40	2,040	12	(D)	12	1,135	45	(D)	11	137	
10	410	1	(D)	4	161	4	(D)	
16	810	1	(D)	3	(D)	8	889	2	(D)	5	276	2	(D)	7	218	3	(D)	
20	1,442	11	922	6	338	5	1,352	9	705	6	618	4	348	20	729	4	46	
14	984	10	(D)	6	338	5	1,352	8	(D)	6	618	4	348	17	533	4	46	
6	458	1	(D)	1	(D)	3	196	
10	476	3	(D)	6	(D)	3	293	15	552	1	(D)	6	303	10	439	6	50	
32	8,349	43	4,929	31	2,651	32	11,769	75	4,553	26	2,680	28	1,621	64	3,497	41	482	
21	7,730	43	4,929	30	(D)	31	(D)	57	3,762	26	2,680	28	1,621	59	(D)	35	435	
11	619	1	(D)	1	(D)	18	791	5	(D)	6	47	
18	546	7	221	3	(D)	5	1,468	14	462	4	383	4	226	12	278	1	(D)	
35	1,638	6	291	9	220	8	1,781	5	191	10	547	3	220	14	882	
33	3,358	23	2,710	16	994	27	7,570	36	2,936	19	3,504	9	1,489	53	2,784	8	438	
9	2,131	22	(D)	14	(D)	24	(D)	28	2,244	16	(D)	7	(D)	35	2,438	5	419	
24	1,227	1	(D)	2	(D)	3	(D)	8	692	3	(D)	2	(D)	18	346	3	19	
54	3,155	30	2,451	25	1,383	18	7,559	45	6,306	25	3,872	13	953	40	4,472	15	271	
26	2,324	28	(D)	25	1,383	15	7,425	34	5,763	17	2,949	6	716	26	3,059	13	(D)	
28	831	2	(D)	3	134	11	543	8	923	7	237	14	1,413	2	(D)	
14	1,503	23	1,518	14	1,115	19	4,917	22	1,019	12	901	5	686	19	1,474	8	91	
10	(D)	21	(D)	14	1,115	19	4,917	19	941	8	(D)	5	686	14	1,313	7	(D)	
4	(D)	2	(D)	3	78	4	(D)	5	161	1	(D)	
28	2,091	19	1,977	16	1,858	19	5,641	27	1,631	19	1,814	10	572	33	1,024	11	349	
15	1,709	19	1,977	16	1,858	18	(D)	19	1,111	13	1,290	9	(D)	31	(D)	6	200	
12	382	1	(D)	8	520	6	524	1	(D)	2	(D)	5	149	
39	1,877	14	1,061	9	(D)	10	3,157	28	1,187	13	1,063	10	292	23	1,565	1	(D)	
20	1,204	14	1,061	8	462	7	(D)	15	589	11	(D)	6	235	18	1,479	1	(D)	
19	673	1	(D)	3	(D)	13	598	2	(D)	4	57	5	86	
21	3,543	7	480	10	572	14	2,392	18	1,365	8	967	6	494	15	1,158	
16	3,081	7	480	9	(D)	12	(D)	14	1,277	8	967	6	494	13	(D)	
5	462	1	(D)	2	(D)	4	88	2	(D)	
35	1,806	11	488	6	237	3	(D)	17	555	9	651	6	245	12	(D)	
10	653	11	488	4	(D)	3	(D)	6	279	8	(D)	3	123	11	294	
25	1,153	2	(D)	11	276	1	(D)	3	122	1	(D)	
25	1,224	19	1,089	9	566	13	3,302	21	1,469	16	1,926	8	458	27	1,350	3	36	
7	569	7	461	3	221	5	1,480	8	604	7	884	3	226	13	785	3	36	
9	416	12	628	6	345	8	1,822	7	606	7	(D)	3	(D)	7	268	
9	239	6	259	2	(D)	2	(D)	7	297	
25	740	5	357	3	182	6	1,433	19	962	14	942	2	(D)	10	(D)	7	83	
11	417	4	(D)	3	182	6	1,433	8	415	10	775	1	(D)	8	393	5	(D)	
14	323	1	(D)	11	547	4	167	1	(D)	2	(D)	2	(D)	
20	1,458	8	599	5	370	15	1,827	12	510	8	860	7	339	8	595	5	114	
14	898	7	(D)	5	370	14	(D)	10	(D)	8	860	7	339	7	(D)	4	(D)	
6	560	1	(D)	1	(D)	2	(D)	1	(D)	1	(D)	
19	1,294	5	(D)	11	360	8	2,180	20	595	10	1,202	8	317	17	1,793	2	(D)	
9	547	2	(D)	7	190	4	1,082	8	160	4	694	3	157	9	927	
10	747	3	131	4	170	4	1,098	12	435	6	508	5	160	8	866	2	(D)	
11	1,486	4	200	6	401	5	1,112	16	722	6	703	6	255	8	(D)	2	(D)	
12	986	7	645	8	705	11	1,958	20	836	18	1,211	7	393	12	1,072	4	20	
5	590	7	645	6	(D)	11	1,958	17	738	9	972	5	(D)	9	(D)	4	20	
7	396	2	(D)	3	98	9	239	2	(D)	3	(D)	
33	1,237	7	571	10	597	10	4,162	33	1,640	10	1,138	11	440	16	811	8	44	
14	687	11	654	10	375	16	4,501	29	1,363	10	1,400	7	476	23	1,992	3	20	
8	347	9	(D)	6	341	10	3,288	15	678	6	(D)	5	(D)	11	1,421	1	(D)	
6	340	2	(D)	4	34	6	1,213	14	685	4	(D)	2	(D)	12	571	2	(D)	
10	(D)	1	(D)	3	43	3	(D)	8	327	1	(D)	2	(D)	6	84	
22	2,286	22	1,351	13	1,105	25	5,595	40	2,431	23	2,612	11	837	42	2,836	11	103	
10	1,805	17	1,177	13	1,105	22	5,064	19	1,371	14	1,375	6	594	28	1,437	11	103	
12	481	5	174	3	531	21	1,060	9	1,237	5	243	14	1,399	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Pontotoc County.....	117	51	7,712	6,292	473	218	188	134	33	1,185	3	51
2	Prentiss County.....	142	94	7,830	6,726	578	361	282	168	28	1,340	13	145
3	Booneville.....	105	71	6,153	5,401	433	275	213	128	16	911	10	116
4	Remainder of County.....	37	23	1,677	1,325	145	86	69	40	12	429	3	29
5	Quitman County.....	147	75	9,156	7,550	676	344	265	134	52	2,564	9	131
6	Rankin County.....	136	74	8,080	6,756	450	243	211	148	47	1,713	4	147
7	Scott County.....	174	114	17,096	15,988	1,088	580	473	184	38	1,559	13	212
8	Forest.....	88	66	7,721	7,211	602	302	252	96	15	942	4	115
9	Remainder of County.....	86	48	9,375	8,777	486	278	221	88	23	617	4	97
10	Sharkey.....	86	56	7,091	6,499	636	255	225	74	29	947	5	79
11	Simpson County.....	161	89	9,561	8,349	604	342	302	178	43	1,170	14	195
12	Smith County.....	75	37	3,623	2,765	168	100	80	80	19	582	5	34
13	Stone County.....	58	42	5,282	4,954	365	170	159	59	10	1,471	8	129
14	Sunflower County.....	376	196	23,930	19,628	1,824	855	697	390	95	4,916	32	659
15	Indianola.....	95	57	8,762	7,934	777	310	290	102	23	1,581	7	147
16	Remainder of County.....	281	139	15,168	11,694	1,047	545	407	288	72	3,335	25	512
17	Tallahatchie County.....	158	86	8,547	7,109	538	287	230	163	50	2,086	9	94
18	Charleston.....	73	37	4,355	3,571	249	140	113	84	21	1,021	7	(D)
19	Remainder of County.....	85	49	4,192	3,538	289	147	117	79	29	1,055	2	(D)
20	Tate County.....	138	76	10,217	8,821	576	343	272	150	39	2,126	8	145
21	Tippah County.....	130	54	5,558	4,332	343	179	158	134	50	1,146	6	53
22	Tishomingo County.....	128	50	5,590	3,932	208	167	104	139	33	1,257	11	57
23	Tunica County.....	118	68	9,003	7,605	697	375	310	123	48	2,426	11	373
24	Union County.....	155	85	10,045	8,475	626	373	320	186	59	2,257	10	221
25	New Albany.....	112	74	7,750	6,896	535	326	274	140	31	1,086	8	(D)
26	Remainder of County.....	43	11	2,295	1,579	91	47	46	46	28	1,171	2	(D)
27	Walthall County.....	84	52	6,696	6,140	521	262	223	84	17	1,158	5	95
28	Warren County.....	406	276	37,429	34,703	3,742	1,773	1,584	401	114	9,291	62	2,637
29	Vicksburg.....	375	255	35,188	32,806	3,622	1,695	1,508	362	106	8,897	52	2,214
30	Remainder of County.....	31	21	2,241	1,897	120	78	76	39	8	394	10	423
31	Washington County.....	602	382	55,882	51,310	5,374	2,472	2,166	639	205	13,584	69	1,820
32	Greenville.....	374	244	43,219	40,259	4,421	1,976	1,739	404	134	10,260	49	1,459
33	Leland.....	95	57	6,196	5,396	531	249	219	101	18	1,374	10	238
34	Remainder of County.....	133	81	6,467	5,655	422	247	208	134	53	1,950	10	143
35	Wayne County.....	121	71	8,737	7,735	626	396	287	117	45	1,482	7	162
36	Waynesboro.....	86	60	7,802	7,330	607	377	271	78	22	985	4	(D)
37	Remainder of County.....	35	11	935	405	19	19	16	39	23	497	1	(D)
38	Webster County.....	92	52	7,301	5,765	386	189	154	99	20	1,041	3	70
39	Wilkinson County.....	102	64	5,448	4,714	332	218	188	106	34	1,536	17	261
40	Winston County.....	145	97	9,718	8,774	772	420	341	142	50	2,655	12	243
41	Louisville.....	120	78	8,799	7,981	732	393	318	118	35	2,124	12	243
42	Remainder of County.....	25	19	919	793	40	27	23	24	15	531
43	Yalobusha County.....	128	70	5,868	4,976	462	267	213	126	43	1,599	6	97
44	Water Valley.....	73	45	3,755	3,235	339	178	153	71	25	1,161	2	(D)
45	Remainder of County.....	55	25	2,113	1,741	123	89	60	55	18	438	4	(D)
46	Yazoo County.....	247	143	17,258	15,272	1,423	689	574	246	65	3,799	18	347
47	Yazoo City.....	163	125	14,822	14,238	1,372	657	547	154	32	2,770	12	268
48	Remainder of County.....	84	18	2,435	1,034	51	32	27	92	33	1,029	6	79

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

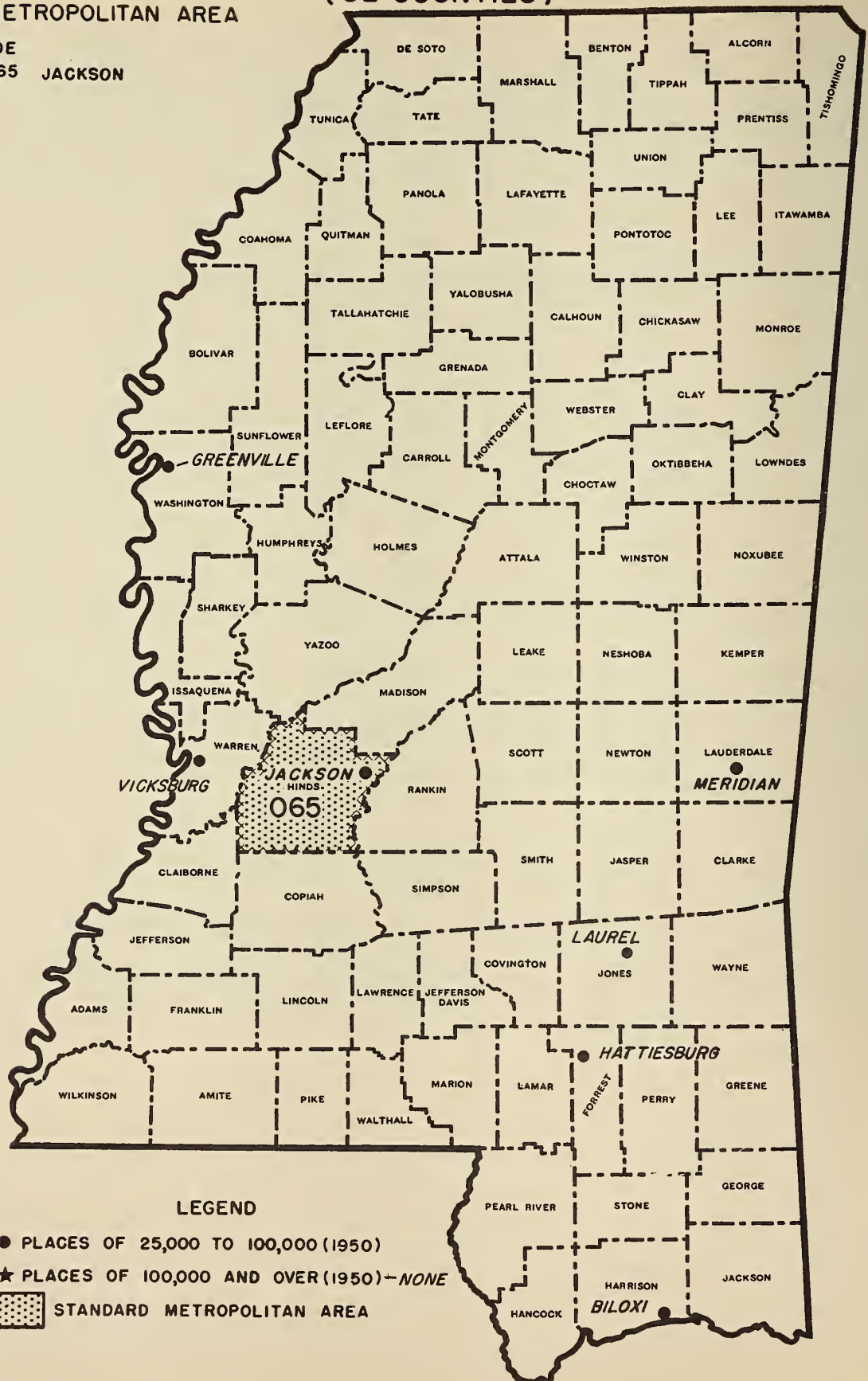
Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
24	939	6	321	2	(D)	8	2,439	6	178	8	971	5	291	16	(D)	6	40	1	
12	949	14	530	9	315	15	1,598	10	710	13	1,049	7	407	20	(D)	1	(D)	2	
7	667	13	(D)	8	(D)	11	1,263	7	594	11	(D)	3	202	18	667	1	(D)	3	
5	282	1	(D)	1	(D)	4	315	3	116	2	(D)	4	205	2	(D)	4	
20	649	10	527	6	264	8	1,521	9	370	10	1,622	5	269	16	(D)	2	(D)	5	
24	850	6	551	7	1,424	22	879	7	642	7	212	8	1,648	4	14	6	
29	1,690	11	580	19	954	15	3,680	12	728	9	681	7	369	21	6,643	7	
6	256	6	384	14	835	11	2,421	6	473	6	515	5	(D)	10	(D)	8	
23	1,434	5	196	5	119	4	1,259	6	255	3	166	2	(D)	11	(D)	9	
15	1,357	4	129	2	(D)	8	428	10	2,293	3	(D)	8	937	2	(D)	10	
33	2,020	6	339	6	248	8	3,093	15	355	10	684	8	224	15	1,218	3	15	11	
13	436	3	(D)	9	1,294	10	201	4	239	6	211	6	(D)	12	
5	412	3	26	3	(D)	7	1,861	10	583	6	431	3	182	3	(D)	13	
63	2,602	24	1,213	8	954	24	4,850	31	1,299	24	3,484	18	807	47	2,512	10	634	14	
14	756	4	303	4	239	6	1,605	7	262	6	1,374	3	207	17	(D)	4	(D)	15	
49	1,846	20	910	4	715	18	3,245	24	1,037	18	2,110	15	600	30	(D)	5	(D)	16	
20	676	12	692	5	218	11	1,376	18	829	9	1,407	5	273	13	790	6	106	17	
6	203	6	408	3	(D)	7	590	6	513	5	632	2	(D)	8	(D)	2	(D)	18	
14	473	6	284	2	(D)	4	786	12	216	4	775	3	(D)	5	(D)	4	(D)	19	
37	2,738	4	193	3	299	10	2,473	11	569	6	690	3	194	15	(D)	2	(D)	20	
11	552	8	532	4	130	8	1,221	14	349	12	672	7	176	10	727	21	
21	627	8	865	3	119	13	1,180	19	438	10	644	5	209	3	(D)	2	(D)	22	
12	839	8	336	4	207	10	1,595	6	383	9	1,834	3	184	5	(D)	2	(D)	23	
12	719	11	889	8	608	12	2,404	14	650	7	(D)	4	332	17	1,136	1	(D)	24	
8	657	11	889	8	608	11	(D)	14	650	6	555	4	332	11	628	25	
4	62	1	(D)	1	(D)	6	508	1	(D)	26	
9	819	10	270	2	(D)	6	1,373	14	495	6	920	2	(D)	9	1,202	4	22	27	
15	3,022	38	2,467	23	3,455	17	6,411	43	3,197	12	2,172	10	746	50	3,674	22	357	28	
12	2,705	38	2,467	23	3,455	17	6,411	38	2,972	12	2,172	10	746	47	(D)	20	(D)	29	
3	317	5	225	3	(D)	2	(D)	30	
45	6,095	50	4,447	30	2,735	20	9,766	60	3,842	29	6,600	16	1,353	60	5,273	18	367	31	
20	5,160	35	3,833	22	2,362	14	8,703	33	2,645	17	5,376	10	920	31	2,262	9	259	32	
12	372	9	323	5	254	4	(D)	13	698	8	818	2	(D)	11	947	3	46	33	
13	563	6	291	3	119	2	(D)	14	499	4	406	4	(D)	18	2,064	6	62	34	
11	690	4	339	7	685	10	2,867	16	868	7	612	5	271	9	761	35	
6	517	4	339	7	685	10	2,867	12	664	7	612	4	(D)	8	(D)	36	
5	173	4	204	1	(D)	1	(D)	37	
15	642	4	158	2	(D)	11	2,590	19	659	5	354	4	201	7	1,143	2	(D)	38	
14	1,101	7	170	2	(D)	7	897	8	669	4	392	5	228	2	(D)	2	(D)	39	
14	918	6	281	14	610	6	2,225	13	774	10	(D)	9	345	9	1,073	2	(D)	40	
12	(D)	6	281	13	(D)	6	2,225	10	612	9	512	6	270	9	1,073	2	(D)	41	
2	(D)	1	(D)	3	162	1	(D)	3	75	42	
22	1,360	3	221	3	(D)	6	731	18	452	7	439	5	(D)	15	571	43	
8	566	3	221	3	(D)	4	(D)	9	222	5	(D)	4	199	10	317	44	
14	814	2	(D)	9	230	2	(D)	1	(D)	5	254	45	
39	1,457	20	1,398	11	642	13	3,358	33	1,973	15	2,161	8	630	23	(D)	2	(D)	46	
13	764	20	1,398	10	(D)	13	3,358	25	1,524	15	2,161	7	(D)	16	1,343	47	
26	693	1	(D)	8	449	1	(D)	7	(D)	2	(D)	48	

MISSISSIPPI (82 COUNTIES)


STANDARD METROPOLITAN AREA

CODE
065 JACKSON



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950) - NONE

 STANDARD METROPOLITAN AREA

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| Retail Trade
<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | Wholesale Trade
<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | Selected Service Trades
<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
|---|--|--|
- ☐ Public Merchandise Warehouses
☐ 1954 Census of Business—Puerto Rico

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: -----
(Number)

Amount of money order or check enclosed \$-----

Your Name -----

Street Address ----- City ----- Zone ----- State -----

18425

1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-25

MISSOURI

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the “employer” universe, and those with no paid employment during 1954, i. e., the “non-employer” universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of “Employers”

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of “Non-Employers”

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “non-employer” segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

MISSOURI

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	47,238	30,228	4,494,783	4,167,237	50,577	32,381	3,532,054	3,267,111
Food stores.....	9,282	5,072	936,178	839,038	12,132	6,070	696,086	597,274
Eating, drinking places.....	8,984	6,552	304,119	272,101	10,263	7,284	256,767	231,708
General merchandise group.....	2,526	1,526	532,543	508,075	2,350	1,460	445,673	430,222
Apparel, accessories stores.....	2,705	2,231	239,204	231,286	2,803	2,115	243,007	234,146
Furniture, home furnishings, appliance dealers.....	2,297	1,625	210,049	197,589	2,197	1,586	171,542	163,413
Automotive group.....	2,687	1,995	794,129	771,657	2,837	2,287	572,897	553,547
Gasoline service stations.....	5,534	3,420	300,858	257,124	6,157	3,372	173,401	136,969
Lumber, bldg. matls., hardware, farm equipment dealers..	3,085	2,405	376,934	362,784	3,208	2,583	293,216	282,009
Drug stores, proprietary stores.....	1,823	1,547	163,595	157,879	1,944	1,641	137,415	132,790
Other retail stores.....	5,941	3,469	425,541	382,021	6,554	3,860	372,139	335,303
Nonstore retailers.....	2,374	386	211,633	187,683	132	123	169,911	169,730

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (unin- corporated businesses only)	Food stores		Eating, drinking places	
		Total	With payroll	Total, all establish- ments	Establish- ments with payroll		Total	Full workweek		Estab- lish- ments	Sales	Estab- lish- ments	Sales
		(Number)	(Number)	(\$1,000)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)
1	Missouri, total.....	47,238	30,228	4,494,783	4,167,237	473,990	191,671	154,793	49,427	9,282	936,178	8,984	304,119
2	Adair County.....	265	177	18,572	16,344	1,617	774	633	287	56	4,251	34	947
3	Kirksville.....	208	148	16,179	14,815	1,514	721	592	225	41	3,694	30	833
4	Remainder of County.....	57	29	2,393	1,529	103	53	41	62	15	557	4	114
5	Andrew County.....	138	68	8,068	6,228	457	245	180	148	17	1,678	20	627
6	Atchison County.....	178	112	11,519	10,167	772	369	294	195	18	1,886	16	326
7	Audrain County.....	333	239	28,258	26,262	2,291	1,045	871	356	67	5,833	38	1,036
8	Mexico.....	206	150	19,259	18,121	1,753	791	659	222	44	4,239	24	667
9	Vandalia.....	61	53	5,502	5,334	368	170	146	63	15	1,274	6	95
10	Remainder of County.....	66	36	3,497	2,807	170	84	66	71	8	320	8	274
11	Berry County.....	302	188	18,264	16,010	1,218	620	510	328	43	3,514	42	673
12	Monett (part) ¹	113	81	8,115	7,547	694	349	279	123	9	1,983	16	316
13	Remainder of County.....	189	107	10,149	8,463	524	271	231	205	34	1,531	26	357
14	Barton County.....	174	98	10,764	9,606	650	359	287	194	33	2,147	23	327
15	Lamar.....	101	55	7,088	6,362	451	238	191	112	21	1,454	13	150
16	Remainder of County.....	73	43	3,676	3,244	199	121	96	82	12	693	10	177
17	Bates County.....	231	139	14,365	11,533	978	463	386	254	35	3,141	35	623
18	Butler.....	98	72	9,357	8,019	763	318	284	99	11	1,960	19	392
19	Remainder of County.....	133	67	5,008	3,514	215	145	102	155	24	1,181	16	231
20	Benton County.....	134	66	6,279	4,705	385	188	133	146	26	841	17	391
21	Bollinger County.....	118	46	5,303	3,987	261	139	111	124	21	965	15	94
22	Boone County.....	477	347	41,098	38,782	4,178	2,051	1,597	472	77	8,936	99	2,960
23	Columbia.....	340	266	34,399	32,997	3,680	1,789	1,385	321	57	7,589	71	2,391
24	Remainder of County.....	137	81	6,699	5,785	498	262	212	151	20	1,347	28	569
25	Buchanan County.....	1,126	766	105,637	98,985	11,604	5,210	4,294	1,140	192	23,725	257	8,139
26	St. Joseph.....	985	681	92,402	86,786	10,676	4,720	3,959	982	170	18,459	226	6,649
27	Remainder of County.....	141	85	13,235	12,199	928	490	335	158	22	5,266	31	1,490
28	Butler County.....	403	259	30,656	28,126	2,554	1,272	1,093	423	95	6,396	75	1,860
29	Poplar Bluff.....	290	208	26,110	24,622	2,318	1,125	958	305	65	5,468	49	1,361
30	Remainder of County.....	113	51	4,546	3,504	236	147	135	118	30	928	26	499
31	Caldwell County.....	166	90	9,485	7,857	552	304	223	188	28	1,702	25	551
32	Callaway County.....	210	140	14,348	12,640	1,205	635	507	214	29	2,633	29	981
33	Pulaski.....	116	92	9,617	9,195	924	460	372	105	14	2,197	15	486
34	Remainder of County.....	94	48	4,731	3,445	281	175	135	109	15	436	14	493
35	Camden County.....	152	72	5,800	4,500	355	208	174	175	27	1,477	26	696
36	Cape Girardeau County.....	520	392	45,894	43,788	4,469	2,027	1,595	521	98	9,319	74	1,649
37	Cape Girardeau.....	344	280	33,703	32,719	3,509	1,601	1,246	338	64	6,625	49	1,227
38	Jackson.....	91	69	7,460	7,120	698	283	239	94	18	1,579	10	220
39	Remainder of County.....	85	43	4,731	3,949	262	143	110	89	16	1,115	15	202
40	Carroll County.....	201	141	13,467	11,895	1,044	459	380	214	39	2,894	23	491
41	Carrollton.....	110	76	8,284	7,428	764	325	270	110	13	1,401	10	313
42	Remainder of County.....	91	65	5,183	4,467	280	134	110	104	26	1,493	13	188
43	Carter County.....	65	31	2,089	1,565	84	66	50	73	13	397	16	205
44	Cass County.....	279	191	20,416	18,542	1,436	692	552	313	45	4,604	37	1,092
45	Harrisonville.....	88	70	9,054	8,776	730	334	281	101	5	1,750	15	448
46	Remainder of County.....	191	121	11,362	9,766	706	358	271	212	40	2,854	22	644
47	Cedar County.....	153	79	9,444	8,064	446	268	204	167	22	1,783	26	415
48	Eldorado Springs.....	87	49	5,701	4,947	266	167	120	89	16	1,172	14	296
49	Remainder of County.....	66	30	3,743	3,117	180	101	84	78	6	611	12	119
50	Chariton County.....	192	110	11,680	10,008	625	315	268	214	27	2,279	24	413
51	Christian County.....	131	59	6,585	4,877	315	144	130	166	14	815	20	337
52	Clark County.....	122	74	6,940	6,002	374	214	174	142	19	1,277	17	303
53	Clay County.....	613	427	107,924	104,538	13,240	5,262	4,705	643	80	15,628	129	5,977
54	Excelsior Springs (part) ²	125	89	7,811	7,183	787	357	310	120	22	2,092	22	665
55	Kansas City (part) ³	83	49	7,541	6,811	996	411	344	96	9	1,499	17	1,953
56	Liberty.....	94	70	9,983	9,667	818	342	258	107	10	2,022	16	476
57	North Kansas City.....	139	117	71,713	71,429	9,843	3,705	3,418	119	9	6,910	33	1,432
58	Remainder of County.....	172	102	10,876	9,448	796	447	375	201	30	3,165	41	1,451
59	Clinton County.....	185	119	16,423	14,863	914	449	350	217	31	3,683	27	503
60	Cameron (part) ⁴	81	57	8,218	7,598	491	256	185	92	9	2,500	12	178
61	Remainder of County.....	104	62	8,205	7,265	423	193	165	125	22	1,183	15	325
62	Cole County.....	417	305	40,506	38,788	3,946	1,762	1,504	408	61	8,792	66	2,167
63	Jefferson City.....	369	277	38,376	36,964	3,828	1,688	1,446	358	56	8,537	55	1,864
64	Remainder of County.....	48	28	2,130	1,824	118	74	58	50	5	255	11	303
65	Cooper County.....	222	130	13,123	11,817	1,137	594	484	221	35	2,413	30	744
66	Boonville.....	132	102	11,225	10,825	1,060	549	451	130	16	2,010	17	588
67	Remainder of County.....	90	28	1,898	992	77	45	33	91	19	403	13	158

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

¹Monett is in Barry and Lawrence counties.²Excelsior Springs is in Clay and Ray counties.³Kansas City is in Clay and Jackson counties.⁴Cameron is in Clinton and DeKalb counties.

BY COUNTIES: CITIES OF 2500 INHABITANTS OR MORE

5

Payroll, and Personnel

Kind-of-business group - Continued																				Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers				
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)			
2,526	532,543	2,705	239,204	2,297	210,049	2,687	794,129	5,534	300,858	3,085	376,934	1,823	163,595	5,941	425,541	2,374	211,633	1		
12	1,938	22	1,072	19	1,214	23	3,578	29	1,145	18	2,473	6	492	34	1,254	6	208	2		
7	1,489	22	1,072	15	1,181	21	(D)	18	613	16	(D)	6	492	26	909	6	208	3		
11	449	4	33	2	(D)	11	532	2	(D)	8	345	4		
13	608	5	158	5	194	8	1,390	29	962	20	1,330	4	115	13	960	4	46	5		
6	296	10	321	12	320	13	2,500	28	1,114	27	2,620	7	(D)	40	1,796	1	(D)	6		
20	2,553	15	901	19	1,644	22	6,287	52	1,990	27	3,460	8	804	54	3,530	11	220	7		
6	1,804	14	(D)	13	(D)	16	5,231	27	827	14	1,978	5	627	32	2,125	8	111	8		
6	653	1	(D)	5	850	4	(D)	5	276	6	687	2	(D)	10	497	1	(D)	9		
5	96	1	(D)	2	(D)	20	887	7	795	1	(D)	12	908	2	(D)	10		
21	977	18	1,011	14	539	29	3,569	44	1,143	23	1,521	12	526	49	4,760	7	31	11		
3	454	12	744	10	377	17	2,265	13	438	10	596	2	(D)	17	(D)	4	22	12		
1F	523	6	267	4	162	12	1,304	31	705	13	925	10	(D)	32	(D)	3	9	13		
12	505	7	308	12	363	12	2,034	19	489	23	1,806	6	279	23	2,484	4	22	14		
7	304	7	308	7	(D)	9	(D)	3	112	14	1,146	3	171	15	(D)	2	(D)	15		
5	201	5	(D)	3	(D)	16	377	9	660	3	108	8	(D)	2	(D)	16		
25	1,831	5	93	9	268	15	2,849	39	1,764	20	1,680	6	317	33	1,655	9	144	17		
8	1,117	2	(D)	4	166	10	2,742	12	668	9	1,247	2	(D)	19	802	2	(D)	18		
17	714	3	(D)	5	102	5	107	27	1,096	11	433	4	(D)	14	853	7	(D)	19		
21	715	5	(D)	13	712	14	440	12	933	5	168	17	(D)	4	48	20		
33	1,307	2	(D)	5	(D)	7	859	14	289	9	714	1	(D)	7	402	4	26	21		
19	3,167	31	2,823	26	2,001	22	7,383	61	3,171	28	3,958	17	1,479	83	4,929	15	291	22		
7	2,637	29	(D)	19	1,663	16	(D)	31	1,914	20	3,306	14	1,355	61	4,136	13	(D)	23		
11	530	2	(D)	7	338	4	(D)	30	1,257	8	652	3	124	22	793	2	(D)	24		
24	12,516	79	7,775	64	7,361	63	19,619	127	5,582	57	6,298	57	4,976	152	8,682	54	964	25		
23	(D)	77	(D)	62	(D)	62	(D)	84	2,826	52	5,953	52	4,888	129	6,227	48	934	26		
1	(D)	2	(D)	2	(D)	1	(D)	43	2,756	5	345	5	88	23	2,455	6	30	27		
22	3,473	19	1,500	19	1,367	29	6,722	59	2,681	24	3,194	15	777	32	2,522	14	164	28		
11	2,192	18	(D)	19	1,367	28	(D)	36	1,579	17	2,922	7	663	26	(D)	14	164	29		
11	1,261	1	(D)	1	(D)	23	1,102	7	272	8	114	6	(D)	30		
11	607	1	(D)	6	94	10	2,109	23	722	23	1,451	4	114	28	(D)	7	26	31		
25	1,749	9	392	11	520	13	2,300	33	1,977	19	1,464	6	432	26	1,759	10	148	32		
6	766	9	392	8	495	9	(D)	10	589	11	883	4	(D)	19	1,340	8	(D)	33		
16	993	3	25	4	(D)	23	1,381	8	581	2	(D)	7	419	2	(D)	34		
16	370	4	126	3	(D)	9	621	21	709	11	630	2	(D)	31	834	2	(D)	35		
35	5,482	33	3,119	37	3,307	35	8,421	64	3,665	37	4,535	22	1,326	70	4,668	14	403	36		
6	3,799	21	2,721	28	2,819	26	7,132	37	2,344	23	2,951	20	(D)	45	(D)	14	403	37		
6	298	3	(D)	6	401	7	1,119	13	792	10	1,301	2	(D)	16	1,306	38		
20	1,305	1	(D)	3	87	3	170	14	529	4	283	9	(D)	39		
10	550	12	506	12	596	13	2,883	28	1,066	22	2,062	6	311	27	2,045	9	63	40		
5	471	8	426	8	498	7	1,634	11	656	17	1,656	4	(D)	15	(D)	9	63	41		
4	79	4	80	4	93	4	1,249	17	41	5	406	2	(D)	12	(D)	42		
11	515	1	(D)	1	(D)	2	(D)	12	476	2	(D)	1	(D)	6	92	43		
6	304	11	663	8	700	19	3,253	50	2,582	31	3,209	15	899	39	2,999	15	111	44		
2	(D)	6	488	5	525	8	1,564	12	707	10	2,057	3	250	18	1,120	2	(D)	45		
7	(D)	7	175	3	175	11	1,660	38	1,875	21	1,152	12	649	21	1,879	13	(D)	46		
13	418	7	247	12	352	12	1,751	20	654	16	773	3	150	18	2,681	4	20	47		
4	118	6	(D)	9	195	8	(D)	7	266	7	286	2	(D)	11	(D)	4	20	48		
9	300	7	(D)	3	157	4	(D)	13	388	9	487	1	(D)	7	(D)	49		
21	1,004	12	314	11	396	9	1,742	30	1,063	21	1,344	5	248	27	2,824	5	53	50		
17	956	2	(D)	3	(D)	7	1,093	21	603	19	752	7	176	19	1,666	2	(D)	51		
9	549	3	48	4	191	6	1,001	24	1,229	14	1,222	4	109	16	973	6	38	52		
27	3,057	38	3,285	30	2,308	36	14,700	77	6,241	52	11,625	22	4,513	85	(D)	37	(D)	53		
5	726	9	788	5	462	7	1,021	13	517	9	492	5	473	25	572	6	300	54		
2	(D)	7	(D)	3	(D)	2	(D)	13	767	9	589	3	313	11	483	12	272	55		
4	(D)	12	530	10	452	10	3,540	5	352	9	1,267	3	326	12	(D)	3	36	56		
6	(D)	12	2,423	7	1,131	12	0,579	16	2,331	9	8,514	5	(D)	22	2,462	8	(D)	57		
10	366	3	(D)	5	(D)	5	(D)	33	2,298	16	763	6	(D)	15	1,227	8	70	58		
16	536	11	649	7	217	12	2,507	21	663	23	1,751	8	484	23	5,008	6	62	59		
6	315	9	(D)	4	137	6	1,727	6	261	9	732	4	259	10	(D)	6	62	60		
10	221	2	(D)	3	80	6	1,140	15	402	14	1,019	4	225	13	(D)	61		
21	3,974	29	2,689	17	2,043	32	0,300	53	2,435	28	4,104	12	1,271	71	4,360	27	369	62		
15	3,001	29	2,689	17	2,043	31	(D)	43	2,046	25	3,052	12	1,271	63	(D)	23	343	63		
5	373	1	(D)	10	389	3	152	8	(D)	4	26	64		
10	1,124	7	515	14	1,537	13	2,308	36	1,235	20	1,567	11	488	24	1,018	13	174	65		
4	837	7	515	12	(D)	13	2,300	17	827	12	1,359	6	343	19	(D)	9	140	66		
15	237	2	(D)	19	408	8	208	5	145	5	(D)	4	34	67		

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Sales (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)
1	Crawford County.....	126	76	8137	7103	583	295	246	146	21	1880	34	743
2	Sullivan (part) ⁵	2	2	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
3	Remainder of County.....	124	74	(D)	(D)	(D)	(D)	(D)	(D)	21	1880	33	(D)
4	Dade County.....	118	64	6310	5326	353	217	176	120	16	803	15	215
5	Dallas County.....	135	59	7625	6083	356	197	155	154	18	1124	16	240
6	Davless County.....	134	80	8047	6981	459	226	201	148	14	1325	23	355
7	De Kalb County.....	130	66	6036	4452	300	175	140	146	24	1271	15	359
8	Cameron (part) ⁴	14	8	605	505	58	33	30	17	3	158
9	Remainder of County.....	116	58	5431	3947	242	142	110	129	24	1271	12	201
10	Dent County.....	144	86	8855	7599	587	304	267	173	33	2652	13	233
11	Salem.....	110	76	7121	6411	553	284	248	131	23	1550	10	206
12	Remainder of County.....	34	10	1644	1188	34	20	19	42	10	1102	3	27
13	Douglas County.....	86	54	5771	4995	319	174	149	95	16	813	10	159
14	Dunklin County.....	542	382	38213	34949	3070	1533	1264	526	143	7406	71	1457
15	Kennett.....	189	141	16577	15853	1442	717	580	174	43	2796	22	553
16	Malden.....	98	74	7903	7379	724	349	291	95	25	1402	12	220
17	Remainder of County.....	255	167	13733	11767	904	467	393	257	75	3208	37	684
18	Franklin County.....	509	345	36806	33808	3030	1340	1055	534	82	9030	107	2834
19	Sullivan (part) ⁵	78	48	5602	5082	445	221	178	89	11	1126	16	391
20	Union.....	74	56	6514	5966	440	189	156	73	15	1608	13	315
21	Washington.....	118	96	10830	10494	1176	470	377	112	17	2691	25	735
22	Remainder of County.....	239	145	13860	12266	969	460	344	260	39	3605	53	1393
23	Gasconade County.....	195	113	11877	10215	688	341	261	219	22	2493	30	740
24	Herrmann.....	78	50	5812	5094	332	165	132	90	12	1503	9	264
25	Remainder of County.....	117	63	6065	5121	356	176	129	129	10	990	21	476
26	Gentry County.....	147	93	9388	8444	672	374	302	154	32	1861	12	266
27	Greene County.....	1,353	835	116,910	107,220	12,804	5,593	4,831	1,357	263	23,936	234	7,155
28	Springfield.....	1,147	715	105,287	97,189	11,569	5,050	4,389	1,138	236	22,886	189	5,693
29	Remainder of County.....	206	120	11,623	10,031	1,235	543	442	219	27	1,050	45	1,462
30	Grundy County.....	214	132	15196	14080	1,353	600	484	214	35	2,584	38	737
31	Trenton.....	158	100	13109	12343	1,210	530	425	161	27	2,223	26	623
32	Remainder of County.....	56	32	2087	1737	134	70	59	53	8	361	12	164
33	Harrison County.....	187	127	15238	14308	860	454	388	173	20	2,263	35	711
34	Bethany.....	85	59	9125	8783	548	274	240	94	6	1,160	21	319
35	Remainder of County.....	102	68	6113	5525	312	180	148	89	14	1,083	14	392
36	Henry County.....	324	180	19137	16119	1,405	671	570	350	62	4,284	44	1,097
37	Clinton.....	173	107	12820	11466	1,056	474	402	183	31	2,539	23	630
38	Remainder of County.....	151	73	6317	4653	349	197	168	167	31	1,745	21	467
39	Hickory County.....	65	21	2295	1375	65	48	40	72	17	395	9	127
40	Holt County.....	139	99	9627	8995	596	310	266	145	26	1,425	20	376
41	Howard County.....	137	101	7762	6916	536	322	257	155	24	1,868	18	397
42	Fayette.....	52	44	3957	3617	315	186	147	56	8	855	4	117
43	Remainder of County.....	85	57	3805	3299	221	136	110	99	16	1,033	14	270
44	Howell County.....	284	168	19323	17331	1,081	610	500	320	59	3,324	42	755
45	West Plains.....	144	96	11543	10701	722	401	329	168	27	1,805	17	382
46	Remainder of County.....	140	72	7780	6630	359	209	171	152	32	1,519	25	373
47	Iron County.....	88	44	4353	3715	331	167	142	88	15	1,120	12	216
48	Jackson County.....	4,093	4,095	908,849	866,875	116,898	42,983	34,675	6,375	994	152,652	1,316	63,674
49	Independence.....	485	289	53,369	49,091	5,350	2,003	1,489	514	93	13,862	64	2,125
50	Kansas City (part) ³	5,041	3,409	802,136	768,010	107,221	39,183	31,759	5,215	817	124,208	1,136	58,037
51	Lees Summit.....	88	52	7860	7332	611	236	202	96	9	1,817	10	193
52	Remainder of County.....	479	345	45,484	42,382	3,713	1,561	1,225	550	75	12,765	102	3,319
53	Jasper County.....	1,212	740	95,520	86,842	9,127	4,252	3,576	1,261	242	21,109	225	5,729
54	Carthage.....	214	138	16,113	14,617	1,401	670	567	231	44	3,737	26	641
55	Joplin (part) ⁶	656	426	62,709	58,607	6,710	3,007	2,584	663	149	13,042	139	4,172
56	Webb City.....	101	61	5,760	5,032	437	265	181	112	19	2,479	14	325
57	Remainder of County.....	241	115	10,938	8,586	579	310	244	255	30	1,851	46	591
58	Jefferson County.....	505	297	34,996	31,248	2,715	1,149	904	551	113	10,231	112	2,973
59	Crystal City.....	80	58	7248	6668	666	261	191	98	11	2,664	14	674
60	De Soto.....	107	67	8036	7306	578	245	201	125	17	2,293	21	443
61	Festus.....	76	48	5296	4824	522	232	193	78	20	942	14	465
62	Remainder of County.....	242	124	14,416	12,450	953	411	319	250	65	4,332	61	1,391
63	Johnson County.....	278	174	18,760	16,662	1,474	745	576	285	41	4,368	44	1,338
64	Warrensburg.....	142	104	11,334	10,666	1,036	500	390	147	15	2,873	22	543
65	Remainder of County.....	136	70	7,426	5,996	468	245	186	138	26	1,435	22	745
66	Knox County.....	91	63	5,543	5,105	335	172	150	107	19	1,036	11	186
67	Laclede County.....	267	143	18,758	16,138	1,478	677	590	290	49	2,882	34	777
68	Lebanon.....	223	125	16,610	14,588	1,385	601	531	246	39	2,476	26	636
69	Remainder of County.....	44	18	2,148	1,550	93	76	59	44	10	406	8	201

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable.

⁵Kansas City is in Clay and Jackson counties.⁶Joplin is in Jasper and Newton counties.⁷Cameron is in Clinton and De Kalb counties.⁸Sullivan is in Crawford and Franklin counties.

... Represents zero.

BY COUNTIES: CITIES OF 2,500 INHABITANTS OR MORE—Continued

7

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
13	567	5	147	6	243	9	1,787	13	581	7	(D)	7	274	10	1,102	1	(D)	1	
***	***	***	***	***	***	***	***	***	***	1	(D)	***	***	***	***	***	***	2	
13	567	5	147	6	243	9	1,787	13	581	6	601	7	274	10	1,102	1	(D)	3	
20	892	4	199	2	(D)	5	578	16	360	16	1,108	4	179	14	(D)	6	24	4	
27	776	3	70	11	546	9	1,539	20	674	13	786	5	197	13	1,673	***	***	5	
13	504	5	131	5	201	10	2,226	20	701	15	1,110	5	245	18	1,201	6	48	6	
6	203	7	(D)	2	(D)	10	801	32	795	16	1,129	3	133	11	1,120	4	16	7	
***	***	2	(D)	***	***	1	(D)	5	179	1	(D)	***	***	***	***	2	(D)	8	
6	203	5	111	2	(D)	9	(D)	27	616	15	(D)	3	133	11	1,120	2	(D)	9	
16	939	10	446	4	455	13	1,098	16	660	13	1,060	3	185	19	1,103	4	24	10	
9	708	10	446	4	455	11	(D)	10	488	10	1,009	3	185	16	(D)	4	24	11	
7	231	***	***	***	***	2	(D)	6	172	3	51	***	***	3	(D)	***	***	12	
14	863	6	244	***	***	9	1,023	11	642	6	(D)	3	240	11	(D)	***	***	13	
28	2,046	23	2,650	27	1,159	42	8,406	58	4,437	48	6,035	21	940	75	3,637	6	40	14	
5	589	11	2,066	9	355	30	6,009	17	790	14	1,931	7	354	27	(D)	4	(D)	15	
4	404	7	383	9	544	8	1,999	7	451	8	1,337	4	206	14	957	***	***	16	
19	1,053	5	201	9	260	4	398	34	3,196	26	2,767	10	380	34	(D)	2	(D)	17	
45	2,818	33	1,354	29	1,700	35	7,222	59	2,919	35	3,217	14	1,068	57	4,448	13	196	18	
5	365	4	205	3	(D)	9	1,690	16	753	3	(D)	3	135	6	508	2	(D)	19	
6	306	5	176	4	(D)	8	2,397	8	278	4	(D)	2	10	6	383	3	36	20	
6	829	10	557	9	655	7	1,374	10	506	9	1,061	3	(D)	18	1,929	4	(D)	21	
28	1,318	14	416	13	453	11	1,761	25	1,382	19	1,500	6	348	27	1,628	4	56	22	
24	1,051	14	241	9	695	10	1,170	28	1,003	26	3,358	7	461	19	645	6	20	23	
5	193	7	124	5	358	7	960	11	375	8	1,455	2	(D)	8	267	4	(D)	24	
19	858	7	117	4	337	3	210	17	628	18	1,903	5	(D)	11	378	2	(D)	25	
8	389	6	246	3	72	9	2,399	23	662	17	1,525	8	295	23	1,617	6	56	26	
49	15,408	85	7,519	68	7,049	116	22,845	201	8,559	82	10,300	36	3,939	157	9,299	62	901	27	
32	13,604	83	(D)	66	(D)	107	21,818	133	5,386	75	9,761	30	3,828	136	6,992	60	(D)	28	
17	1,804	2	(D)	2	(D)	9	1,027	68	3,173	7	539	6	111	21	2,307	2	(D)	29	
8	1,440	11	448	13	485	12	2,699	25	1,122	20	1,858	8	448	34	3,254	10	71	30	
4	1,155	11	448	12	(D)	11	(D)	16	901	14	1,636	4	366	24	2,554	9	(D)	31	
4	285	***	***	1	(D)	1	(D)	9	221	6	222	4	82	10	700	1	(D)	32	
15	997	7	150	12	521	9	1,748	30	4,061	24	3,194	10	306	16	1,231	9	56	33	
3	375	7	150	7	373	7	(D)	8	(D)	8	982	3	158	8	491	7	(D)	34	
12	622	***	***	5	148	2	(D)	22	(D)	16	2,212	7	148	8	740	2	(D)	35	
26	1,352	17	752	13	473	29	4,757	38	1,043	31	2,729	17	789	38	1,768	9	93	36	
10	890	14	558	11	(D)	21	3,983	17	448	18	1,939	7	436	17	(D)	4	40	37	
16	462	3	194	2	(D)	8	774	21	595	13	790	10	353	21	(D)	5	53	38	
9	488	***	***	1	(D)	1	(D)	15	413	6	200	4	78	3	(D)	***	***	39	
4	85	"	159	4	(D)	8	2,328	21	1,147	18	1,513	7	(D)	17	1,944	10	108	40	
5	269	10	330	6	238	11	1,266	19	891	15	1,261	9	461	20	771	***	***	41	
2	(D)	7	(D)	2	(D)	6	843	6	205	8	714	3	245	6	394	***	***	42	
3	(D)	3	(D)	4	(D)	5	423	13	686	7	547	6	216	14	377	***	***	43	
18	3,465	18	905	17	714	31	4,489	45	1,355	10	788	11	536	31	(D)	2	(D)	44	
10	2,600	12	753	9	494	19	2,434	21	804	6	536	7	308	14	(D)	2	(D)	45	
8	865	6	152	8	220	12	2,055	24	551	4	252	4	228	17	1,565	***	***	46	
10	609	4	115	4	59	8	983	13	459	7	248	4	186	11	358	***	***	47	
185	113,863	433	67,344	316	41,228	341	138,359	598	39,310	282	60,844	318	47,041	786	58,474	524	126,060	48	
13	5,495	23	1,592	31	2,872	29	13,821	66	3,252	25	3,203	19	3,105	66	3,281	52	761	49	
142	106,714	396	65,196	254	36,991	285	116,884	408	24,279	214	50,274	276	41,804	675	53,099	438	124,650	50	
3	(D)	3	124	7	325	7	2,430	17	462	10	1,305	3	313	7	(D)	12	204	51	
27	(D)	11	432	24	1,040	20	5,224	107	11,317	33	6,062	20	1,819	38	(D)	22	445	52	
46	11,152	64	4,365	55	3,615	79	20,422	173	7,915	70	7,019	39	2,557	163	10,148	56	1,489	53	
6	1,565	12	620	9	516	18	3,999	36	1,567	17	1,301	6	593	33	1,470	7	104	54	
17	6,618	43	3,181	32	2,507	39	14,937	74	3,593	25	3,301	17	1,467	90	6,712	31	1,179	55	
2	(D)	6	(D)	9	484	5	402	15	433	6	278	3	289	16	414	6	90	56	
21	(D)	3	(D)	5	108	17	1,084	48	2,322	22	2,139	13	208	24	1,552	12	116	57	
27	2,603	14	1,095	25	1,336	33	6,828	71	3,232	32	3,656	15	805	49	2,049	14	138	58	
3	(D)	5	159	5	68	12	1,579	12	969	5	471	2	(D)	7	354	4	48	59	
4	421	5	396	7	414	12	1,898	13	478	9	781	5	321	10	565	4	26	60	
4	(D)	"	540	5	688	4	1,376	6	216	3	(D)	2	(D)	12	385	***	(D)	61	
16	1,703	***	***	8	166	5	1,975	40	1,619	15	(D)	6	162	20	745	6	(D)	62	
13	803	13	754	15	814	16	2,696	40	2,179	27	2,609	12	740	36	2,421	12	98	63	
5	423	9	595	11	(D)	12	2,272	21	1,170	10	843	9	605	20	(D)	8	80	64	
8	320	"	159	4	(D)	4	424	28	1,009	17	1,766	3	135	16	(D)	4	18	65	
5	199	2	(D)	5	220	7	826	9	456	14	1,553	5	140	14	(D)	***	***	66	
27	1,350	17	894	10	567	25	5,881	38	1,556	18	1,383	4	470	28	2,300	17	748	67	
18	1,121	17	894	10	567	24	(D)	27	1,253	16	(D)	4	470	25	(D)	17	748	68	
9	229	***	***	***	***	1	(D)	11	303	2	(D)	***	***	3	(D)	***	***	69	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Sales	Establishments	Sales
		(Number)	(Number)	(\$1,000)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)
1	Lafayette County.....	373	241	25,896	23,504	2,038	977	748	423	45	4,968	51	1,506
2	Higginsville.....	73	53	6,213	5,765	511	206	166	75	8	1,279	5	142
3	Lexington.....	106	76	8,971	8,579	835	406	292	115	18	1,878	20	748
4	Remainder of County.....	194	112	10,712	9,160	692	365	290	233	19	1,811	26	616
5	Lawrence County.....	313	165	16,658	13,752	933	513	397	358	46	2,731	48	723
6	Aurora.....	85	53	6,709	5,829	377	183	147	110	10	1,135	14	261
7	Monett (part) ¹	10	8	936	(D)	49	25	21	7	1	(D)	3	37
8	Remainder of County.....	218	104	9,013	(D)	507	305	229	241	35	(D)	31	425
9	Lewis County.....	163	101	9,968	8,780	709	313	266	170	28	1,444	28	521
10	Lincoln County.....	218	122	14,986	13,308	987	447	366	219	34	2,217	41	676
11	Linn County.....	305	179	17,561	15,481	1,320	639	530	321	60	4,080	54	812
12	Brookfield.....	133	91	9,202	8,472	829	372	307	138	27	2,138	25	416
13	Marceline.....	46	36	2,840	2,688	220	125	98	48	7	874	7	135
14	Remainder of County.....	126	52	5,519	4,321	271	142	125	135	26	1,068	22	261
15	Livingston County.....	225	165	19,846	18,850	1,646	768	671	236	38	3,493	35	945
16	Chillicothe.....	191	145	16,607	15,795	1,520	711	621	198	27	2,998	32	850
17	Remainder of County.....	34	20	3,239	3,055	126	57	50	38	11	495	3	95
18	McDonald County.....	181	89	12,729	10,865	689	371	323	217	34	1,654	27	478
19	Macon County.....	221	141	14,777	13,073	934	491	396	235	37	2,578	28	778
20	Macon.....	98	72	9,395	8,991	687	352	286	105	18	1,821	10	502
21	Remainder of County.....	123	69	5,382	4,082	247	139	110	130	19	757	18	276
22	Madison County.....	136	82	8,279	7,417	591	316	259	143	30	1,953	30	818
23	Fredericktown.....	80	64	6,013	5,583	485	249	211	80	14	1,438	15	521
24	Remainder of County.....	56	18	2,266	1,834	106	67	48	63	16	515	15	297
25	Maries County.....	61	31	3,687	2,997	174	99	77	64	11	478	6	103
26	Marion County.....	455	329	32,463	30,657	3,200	1,579	1,258	455	84	7,943	92	2,336
27	Hannibal (part) ⁷	349	249	24,815	23,463	2,595	1,265	994	345	72	6,670	67	1,605
28	Remainder of County.....	106	80	7,648	7,194	605	314	264	110	12	1,273	25	731
29	Mercer County.....	90	46	5,297	4,579	296	157	128	107	13	953	6	128
30	Miller County.....	198	112	11,533	9,793	698	329	282	221	37	2,449	39	820
31	Eldon.....	92	64	7,254	6,836	508	240	209	95	16	1,595	17	282
32	Remainder of County.....	106	48	4,279	2,997	190	89	73	126	21	854	22	538
33	Mississippi County.....	237	155	16,176	15,064	1,282	635	492	234	67	4,077	32	558
34	Charleston.....	116	78	9,195	8,733	783	369	289	116	27	2,086	17	366
35	East Prairie.....	63	47	4,676	4,390	368	184	141	58	17	1,245	10	107
36	Remainder of County.....	58	30	2,305	1,941	131	82	62	60	23	746	5	85
37	Moniteau County.....	136	92	8,515	7,961	588	318	247	150	18	1,671	18	382
38	California.....	62	48	3,884	3,740	291	171	124	72	9	902	9	217
39	Remainder of County.....	74	44	4,631	4,221	297	147	123	78	9	769	9	165
40	Monroe County.....	140	112	11,300	10,682	777	404	324	153	18	2,175	15	388
41	Montgomery County.....	169	119	11,111	10,167	646	349	265	184	23	1,779	27	526
42	Morgan County.....	121	77	8,432	7,458	515	254	204	127	20	2,387	21	344
43	New Madrid County.....	333	223	20,775	18,847	1,568	895	682	345	86	4,616	59	1,163
44	New Madrid.....	55	39	4,371	3,997	384	200	170	61	15	1,017	8	289
45	Portageville.....	60	52	6,840	6,590	524	347	225	71	11	912	10	315
46	Sikeston (part) ⁸	10	6	385	355	37	10	10	10	2	(D)	2	(D)
47	Remainder of County.....	208	126	9,179	7,905	623	338	277	203	58	(D)	39	(D)
48	Newton County.....	334	222	24,785	22,503	1,487	758	633	348	65	3,784	46	909
49	Joplin (part) ⁶	12	8	389	343	18	27	12	12	2	(D)	2	(D)
50	Neosho.....	162	116	14,311	13,137	1,084	489	431	160	30	2,171	20	(D)
51	Remainder of County.....	160	98	10,085	9,023	385	242	190	176	33	(D)	24	315
52	Nodaway County.....	321	207	21,560	19,454	1,803	838	669	369	48	3,811	39	1,171
53	Maryville.....	140	108	14,367	13,745	1,425	647	519	155	19	2,484	15	741
54	Remainder of County.....	181	99	7,193	5,709	378	191	150	214	29	1,327	24	430
55	Oregon County.....	129	59	6,511	4,999	277	175	157	141	45	1,670	15	373
56	Osage County.....	105	61	6,508	5,500	367	175	152	122	13	942	23	384
57	Ozark County.....	90	28	3,455	2,195	125	69	65	94	14	501	6	128
58	Pemiscot County.....	357	247	26,610	24,462	2,032	1,018	854	368	100	6,396	50	1,253
59	Caruthersville.....	138	92	9,515	8,761	797	382	337	141	35	1,698	25	744
60	Hayti.....	78	60	6,656	6,202	554	293	229	85	21	1,680	9	266
61	Remainder of County.....	141	95	10,439	9,499	681	343	288	142	44	3,018	16	253
62	Perry County.....	181	119	11,635	10,845	1,012	532	394	204	24	1,685	40	910
63	Perryville.....	119	81	8,782	8,298	810	407	302	136	17	1,552	23	610
64	Remainder of County.....	62	38	2,853	2,547	202	125	92	68	7	133	17	300
65	Pettis County.....	434	294	35,460	32,902	3,437	1,610	1,378	447	88	7,256	74	2,261
66	Sedalia.....	341	251	32,110	30,462	3,298	1,506	1,292	344	61	6,335	56	1,931
67	Remainder of County.....	93	43	3,350	2,440	139	104	86	103	27	921	18	330

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero. ¹Monett is in Barry and Lawrence counties. ⁶Joplin is in Jasper and Newton counties. ⁷Hannibal is in Marion and Ralls counties. ⁸Sikeston is in New Madrid and Scott counties.

BY COUNTIES: CITIES OF 2,500 INHABITANTS OR MORE—Continued

9

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
15	1,550	20	1,162	30	1,340	26	4,986	60	2,378	38	2,427	18	1,144	44	4,235	26	200	1	
4	307	7	343	6	508	7	1,898	10	377	9	770	3	403	6	120	8	66	2	
4	805	9	621	11	442	6	1,291	10	382	7	375	3	349	14	2,058	4	22	3	
7	438	4	198	13	390	13	1,797	40	1,619	22	1,282	12	392	24	2,057	14	112	4	
27	1,016	12	605	18	1,017	21	3,071	61	1,532	29	2,326	10	571	31	2,983	10	76	5	
2	(D)	5	362	9	765	9	1,979	17	654	6	629	2	(D)	9	511	2	(D)	6	
***	***	***	***	***	***	***	***	2	(D)	1	(D)	***	***	3	(D)	***	***	7	
25	(D)	7	243	9	252	12	1,092	42	(D)	22	(D)	8	(D)	19	(D)	8	(D)	8	
21	661	3	(D)	10	260	8	2,683	19	664	17	1,356	7	133	22	(D)	***	***	9	
28	1,643	6	102	9	309	13	4,227	19	746	24	2,605	7	195	31	2,232	6	34	10	
19	1,626	14	539	13	443	20	3,960	36	1,176	20	1,895	16	651	46	2,291	7	88	11	
4	565	11	(D)	8	368	11	2,478	15	787	9	1,072	5	337	17	613	1	(D)	12	
4	199	3	(D)	***	***	6	(D)	***	***	2	(D)	3	204	12	283	2	(D)	13	
11	862	***	***	5	75	3	(D)	21	389	9	(D)	8	110	17	1,395	4	46	14	
9	1,458	17	1,013	18	806	9	2,977	23	1,350	26	3,272	6	656	38	3,561	6	315	15	
4	1,309	17	1,013	18	806	9	(D)	14	1,054	21	(D)	6	656	37	(D)	6	315	16	
5	149	***	***	***	***	***	(D)	9	296	5	(D)	***	***	1	(D)	***	***	17	
21	2,214	3	29	4	84	10	2,144	22	819	5	365	6	(D)	47	4,667	2	(D)	18	
22	1,356	13	700	13	623	14	3,190	23	1,002	26	2,273	11	476	31	1,722	3	79	19	
4	624	9	547	7	507	7	2,671	4	334	13	1,292	6	353	18	(D)	2	(D)	20	
18	732	4	153	6	116	7	519	19	668	13	981	5	123	13	(D)	1	(D)	21	
10	563	6	169	7	277	6	1,443	16	578	6	907	6	217	1	1,287	8	67	22	
6	351	6	169	7	277	4	(D)	8	375	6	907	4	(D)	8	(D)	2	(D)	23	
4	212	***	***	***	***	2	(D)	8	203	***	***	2	(D)	3	(D)	6	(D)	24	
14	531	2	(D)	3	(D)	7	939	8	276	5	412	2	(D)	3	713	***	***	25	
14	1,880	36	1,957	25	1,932	28	6,325	63	3,839	31	3,294	15	987	58	1,877	9	93	26	
12	(D)	30	1,777	20	(D)	21	5,707	41	1,619	17	1,750	13	(D)	47	1,297	9	93	27	
2	(D)	6	180	5	(D)	7	618	22	2,220	14	1,544	2	(D)	11	580	***	***	28	
4	163	5	56	6	78	5	(D)	14	491	15	1,172	2	(D)	16	1,270	4	16	29	
13	930	6	175	9	365	10	2,848	30	834	13	994	6	193	31	1,907	4	18	30	
3	427	4	(D)	6	147	9	(D)	15	485	6	786	2	(D)	12	744	2	(D)	31	
10	503	2	(D)	3	219	1	(D)	15	349	7	208	4	(D)	19	1,163	2	(D)	32	
16	1,638	3	309	11	920	14	2,968	29	1,233	20	3,196	8	479	24	723	13	75	33	
6	731	1	(D)	6	762	5	(D)	15	698	12	1,715	4	324	15	416	8	34	34	
2	(D)	2	(D)	5	158	7	1,046	5	149	6	(D)	3	(D)	4	144	2	(D)	35	
8	(D)	***	***	***	***	2	(D)	9	386	2	(D)	1	(D)	5	163	3	(D)	36	
8	573	4	121	12	543	10	2,116	22	695	16	1,223	4	146	16	1,003	8	47	37	
3	287	2	(D)	6	305	4	762	8	345	5	517	2	(D)	10	411	4	18	38	
5	286	2	(D)	6	238	6	1,354	14	350	11	706	2	(D)	6	592	4	24	39	
14	527	12	397	9	750	9	2,294	16	659	19	1,871	6	213	18	1,998	4	28	40	
19	899	5	170	5	(D)	9	1,482	19	1,017	13	1,922	8	393	33	(D)	8	70	41	
9	349	6	511	5	156	8	1,136	22	885	8	814	3	120	15	1,710	4	20	42	
32	2,492	12	782	18	1,191	11	1,793	37	2,098	24	4,371	14	591	38	(D)	2	(D)	43	
4	284	3	(D)	2	(D)	3	(D)	5	280	5	1,110	2	(D)	8	211	***	***	44	
5	971	4	(D)	4	253	7	1,271	6	699	6	1,563	2	(D)	5	510	***	***	45	
***	***	***	***	***	***	***	***	2	(D)	1	(D)	***	***	3	(D)	***	***	46	
23	1,237	5	(D)	12	(D)	1	(D)	24	(D)	12	(D)	10	330	22	692	2	(D)	47	
13	1,061	12	866	13	556	34	7,889	60	2,824	33	2,011	9	533	41	4,292	8	60	48	
***	***	***	***	***	***	2	(D)	3	126	1	(D)	***	***	***	***	2	(D)	49	
5	616	11	(D)	8	215	22	6,573	21	897	18	1,608	6	448	17	402	4	24	50	
8	445	1	(D)	5	341	10	(D)	36	1,801	14	(D)	3	85	24	3,890	2	(D)	51	
22	1,988	15	556	15	640	14	4,040	53	2,144	36	3,326	14	550	53	3,228	12	86	52	
9	1,475	10	528	10	462	12	(D)	13	575	11	2,189	6	402	27	(D)	8	62	53	
13	513	5	28	5	178	2	(D)	40	1,589	25	1,137	8	148	26	(D)	4	24	54	
10	321	3	(D)	3	40	14	1,396	14	429	11	527	2	(D)	12	1,417	***	***	55	
18	692	***	***	4	190	8	1,719	10	439	14	495	2	(D)	11	1,579	2	(D)	56	
32	873	3	(D)	1	(D)	2	(D)	10	263	2	(D)	2	(D)	16	534	2	(D)	57	
25	3,354	18	1,198	16	1,404	31	4,921	34	2,626	25	3,176	12	672	43	1,592	3	18	58	
5	456	7	608	6	591	14	3,172	6	247	11	960	4	286	24	(D)	1	(D)	59	
5	455	3	213	3	324	8	756	11	818	7	1,319	4	210	7	625	***	***	60	
15	2,443	8	377	7	489	9	993	17	1,561	7	897	4	176	12	(D)	2	(D)	61	
11	2,382	3	76	11	542	13	1,214	29	1,374	17	1,781	4	245	25	1,404	4	22	62	
3	(D)	3	76	10	(D)	11	(D)	19	926	8	1,188	3	(D)	18	1,075	4	22	63	
8	(D)	***	***	1	(D)	2	(D)	10	448	9	593	1	(D)	7	329	***	***	64	
13	3,105	31	2,157	23	1,807	29	8,014	61	2,227	27	3,364	11	1,016	60	3,896	17	357	65	
11	(D)	31	2,157	22	(D)	26	7,881	34	1,396	19	2,997	9	(D)	55	3,279	17	357	66	
2	(D)	***	***	1	(D)	3	133	27	831	8	367	2	(D)	5	617	***	***	67	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments. Sales.

Line No.	County and city	Total					Kind-of-business group						
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Phelps County.....	275	195	22,595	21,125	1,935	951	841	302	60	5,279	52	1,767
2	Rolla.....	149	117	16,534	15,752	1,511	684	619	157	28	3,751	24	1,128
3	Remainder of County.....	126	78	6,061	5,373	424	267	222	145	32	1,528	28	639
4	Pike County.....	265	165	17,749	15,699	1,164	557	464	286	37	3,112	42	886
5	Louisiana.....	97	77	8,144	7,818	632	280	238	103	14	1,666	18	411
6	Remainder of County.....	168	88	9,605	7,841	532	277	226	183	23	1,446	24	475
7	Platte County.....	203	103	19,647	17,469	1,170	503	388	226	33	4,066	46	870
8	Polk County.....	198	90	13,220	11,178	740	405	324	205	30	1,609	24	325
9	Bolivar.....	88	50	8,823	7,993	551	261	216	102	12	1,080	8	174
10	Remainder of County.....	110	40	4,397	3,185	189	144	108	103	18	529	16	151
11	Pulaski County.....	194	128	13,649	12,407	991	544	468	227	37	2,965	39	1,346
12	Putnam County.....	129	59	5,739	4,025	275	137	111	146	23	992	18	189
13	Ralls County.....	80	48	4,296	3,820	257	130	110	91	12	1,064	10	240
14	Hannibal (part) ⁷	8	2	173	(D)	(D)	(D)	(D)	(D)	2	(D)
15	Remainder of County.....	72	46	4,123	(D)	(D)	(D)	(D)	(D)	12	1,064	8	(D)
16	Randolph County.....	323	213	25,186	23,040	2,279	1,043	877	352	60	4,832	49	1,728
17	Moberly.....	217	157	21,039	19,981	2,026	875	747	227	42	4,082	32	1,124
18	Remainder of County.....	106	56	4,147	3,059	253	168	130	125	18	750	17	604
19	Ray County.....	194	118	11,865	10,627	846	419	340	200	40	2,454	22	343
20	Excelsior Springs (part) ²	5	5	347	347	39	15	14	3	1	(D)
21	Richmond.....	103	75	8,614	8,054	666	333	267	103	19	1,767	14	254
22	Remainder of County.....	86	38	2,904	2,226	141	71	59	94	21	687	7	(D)
23	Reynolds County.....	67	21	2,970	2,058	109	53	45	69	16	512	6	80
24	Ripley County.....	102	52	6,181	4,889	305	159	135	110	27	1,981	12	171
25	St. Charles County.....	376	242	35,593	32,955	3,208	1,316	1,020	399	58	7,239	90	2,681
26	St. Charles.....	216	164	23,188	22,012	2,307	938	718	218	35	5,657	48	1,477
27	Remainder of County.....	160	78	12,405	10,943	901	378	302	181	23	1,582	42	1,204
28	St. Clair County.....	131	65	5,798	4,746	280	164	132	157	22	790	22	320
29	St. Francois County.....	426	300	30,782	28,468	2,583	1,213	1,030	455	103	10,140	74	1,394
30	Bonne Terre.....	61	49	3,817	3,699	289	142	113	60	18	1,417	7	174
31	Farmington.....	103	69	8,495	7,667	677	290	249	107	15	1,918	17	301
32	Flat River.....	93	71	9,539	9,067	963	428	364	92	15	2,292	13	344
33	Remainder of County.....	169	111	8,931	8,035	654	353	304	196	55	4,513	37	575
34	St. Louis County.....	3,704	2,388	452,663	427,771	45,173	16,538	12,357	3,696	707	151,643	618	27,014
35	Berkeley.....	51	25	2,174	1,764	158	88	58	60	12	479	10	312
36	Breckenridge Hills.....	23	19	3,540	3,510	260	114	66	23	5	101	4	77
37	Brentwood.....	93	63	9,466	9,076	1,128	421	314	87	14	2,501	12	625
38	Clayton.....	247	197	69,390	68,220	8,772	3,019	2,510	183	23	15,897	31	3,600
39	Ferguson.....	109	75	18,971	18,629	1,725	675	430	103	21	8,866	12	500
40	Ferguson.....	62	34	4,201	3,613	339	147	90	64	10	1,964	10	311
41	Florissant.....	12	10	1,221	(D)	135	65	37	12	4	734	1	(D)
42	Glendale.....	13	9	917	901	70	21	15	13	5	330	2	(D)
43	Hilldale.....	115	73	12,901	11,881	1,135	401	292	123	29	5,121	13	468
44	Jennings.....	27	7	718	(D)	44	18	16	29	17	570	3	29
45	Kirkwood.....	245	149	28,546	26,738	2,681	910	714	247	35	7,873	41	1,360
46	Ladue.....	26	18	2,341	2,273	288	99	95	22	2	(D)	1	(D)
47	Maplewood.....	200	152	39,917	39,105	3,948	1,324	996	167	27	6,676	33	1,122
48	Overland.....	185	123	16,954	15,894	1,581	659	472	202	37	6,215	31	1,026
49	Pagedale.....	38	34	5,419	5,329	362	133	107	44	5	1,330	3	185
50	Pine Lawn.....	84	52	11,987	11,321	1,153	400	290	85	25	4,142	11	565
51	Richmond Heights.....	110	72	10,195	9,499	1,248	490	347	100	21	3,665	16	1,018
52	Rock Hill.....	45	33	4,946	4,698	570	270	167	46	10	2,062	14	1,069
53	Shrewsbury.....	12	6	1,255	1,035	89	30	27	12	2	(D)	1	(D)
54	St. Ann.....	60	46	10,205	9,939	905	372	240	57	18	4,650	9	885
55	University City.....	333	173	31,009	26,961	3,003	1,074	825	354	59	12,741	42	1,731
56	Valley Park.....	34	28	2,246	2,152	189	86	72	34	6	643	11	251
57	Webster Groves.....	182	124	29,218	28,282	3,163	1,067	845	171	38	11,085	18	495
58	Wellston.....	130	74	18,254	17,172	1,644	539	426	107	31	4,980	25	588
59	Remainder of County.....	1,268	792	116,672	108,172	10,584	4,116	2,906	1,351	251	47,156	264	10,119
60	St. Louis city (not part of St. Louis County).....	10,306	6,778	1,161,938	1,096,040	150,453	55,554	44,444	10,469	2,617	230,919	2,682	105,487
61	Ste. Genevieve County.....	120	88	8,425	7,747	707	301	240	117	19	1,807	28	1,055
62	Ste. Genevieve.....	87	69	6,994	6,682	550	277	219	78	16	1,705	20	896
63	Remainder of County.....	33	19	1,431	1,065	57	24	21	39	3	102	8	159
64	Salina County.....	330	222	24,664	22,914	2,079	1,020	852	349	48	4,245	44	1,456
65	Marshall.....	178	122	15,184	14,256	1,432	679	570	185	32	2,629	27	673
66	Slater.....	49	37	3,688	3,546	281	134	113	51	7	906	5	108
67	Remainder of County.....	103	63	5,792	5,112	366	207	169	113	9	710	12	675
68	Schuyler County.....	81	57	6,776	6,140	341	130	107	83	15	1,519	11	151
69	Scotland County.....	79	61	5,462	5,152	353	216	155	100	10	1,036	9	168
70	Scott County.....	393	257	28,794	26,068	2,305	1,071	869	396	104	6,629	72	1,248
71	Chaffee.....	56	34	2,886	2,518	171	99	73	57	17	1,045	13	203
72	Sikeston (part) ⁸	197	145	20,805	19,799	1,853	807	669	189	45	3,904	29	595
73	Remainder of County.....	140	78	5,103	3,751	281	165	127	150	42	1,680	30	450
74	Shannon County.....	56	26	2,686	2,072	130	92	76	60	10	771	8	105

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available. XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

²Excelsior Springs is in Clay and Ray counties.⁷Hannibal is in Marion and Ralls counties.⁸Sikeston is in New Madrid and Scott counties.

Payroll, and Personnel

Kind-of-business group--Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
15	858	18	926	11	818	23	5,081	35	1,533	17	1,865	9	656	32	3,741	3	71	1	
6	517	14	707	8	676	19	4,544	13	730	8	1,286	4	483	22	2,641	3	71	2	
9	341	4	219	3	142	4	537	22	803	9	579	5	173	10	1,100	3	
23	919	12	340	15	480	12	2,351	37	2,654	26	2,858	9	542	41	3,416	11	191	4	
6	456	5	178	3	163	6	1,587	14	1,265	7	1,201	4	289	15	877	5	51	5	
17	463	7	162	12	317	6	764	23	1,389	19	1,657	5	253	26	2,539	6	140	6	
8	294	4	65	3	90	11	960	40	6,820	22	3,707	3	104	26	2,626	7	45	7	
11	459	11	403	8	609	18	2,536	32	817	17	969	11	254	29	(D)	7	(D)	8	
3	310	9	(D)	5	518	11	2,242	13	357	8	806	5	144	13	2,542	1	(D)	9	
8	149	2	(D)	3	91	7	294	19	460	9	163	6	110	16	(D)	6	36	10	
13	902	14	655	4	(D)	16	1,745	23	1,477	10	937	11	725	21	2,015	6	(D)	11	
20	567	6	215	3	104	12	1,355	13	303	17	924	3	223	9	724	5	143	12	
9	230	3	99	6	(D)	8	277	13	955	5	(D)	9	682	5	54	13	
...	2	(D)	1	(D)	3	(D)	14	
9	230	3	99	6	(D)	8	277	11	(D)	4	114	9	682	2	(D)	15	
14	2,624	19	1,115	23	1,392	18	5,165	41	1,748	32	3,089	12	679	42	2,674	13	140	16	
8	2,470	19	1,115	19	1,320	14	4,947	20	874	16	2,166	10	(D)	27	(D)	10	98	17	
6	154	4	72	14	218	21	874	16	923	2	(D)	15	(D)	3	42	18	
14	781	8	397	11	622	13	2,362	25	(D)	22	1,958	11	524	26	1,605	2	(D)	19	
...	...	1	(D)	2	(D)	1	(D)	20	
6	499	7	(D)	9	(D)	8	1,895	8	397	12	1,332	6	369	12	1,167	2	(D)	21	
8	282	2	(D)	3	(D)	16	353	10	626	5	155	14	438	22	
17	665	2	(D)	6	919	5	201	4	106	1	(D)	10	447	23	
17	357	6	273	2	(D)	9	841	7	226	5	406	5	200	10	1,442	2	(D)	24	
28	2,452	17	1,582	26	1,362	20	7,427	46	2,579	25	5,139	11	889	41	3,996	14	247	25	
6	1,135	15	(D)	17	951	16	4,944	23	1,279	15	3,417	8	801	26	(D)	7	118	26	
22	1,317	2	(D)	9	411	4	2,483	23	1,300	10	1,722	3	88	15	(D)	7	129	27	
14	378	2	(D)	5	68	12	1,650	20	286	12	891	8	179	14	(D)	28	
16	2,241	20	1,296	27	1,192	29	6,093	58	2,183	35	3,620	16	850	35	1,556	13	217	29	
3	(D)	4	99	6	216	5	1,093	7	185	4	345	2	(D)	4	41	1	(D)	30	
4	405	6	(D)	9	424	13	2,245	11	384	8	1,215	5	285	13	1,082	2	(D)	31	
5	1,531	9	974	8	425	8	2,149	12	446	10	898	5	(D)	6	201	2	(D)	32	
4	(D)	1	(D)	4	127	3	606	28	1,168	13	1,162	4	170	12	232	8	102	33	
119	31,439	231	17,689	197	13,414	137	80,055	519	40,570	214	34,619	140	19,404	450	27,401	372	9,415	34	
...	10	757	2	(D)	1	135	13	197	35	
...	2	(D)	1	(D)	4	661	3	379	1	(D)	1	(D)	2	(D)	36	
1	(D)	10	221	8	441	1	(D)	11	1,765	10	(D)	5	631	10	710	11	168	37	
5	1,578	6	529	6	720	6	(D)	14	906	6	737	5	740	16	(D)	12	90	39	
1	(D)	4	216	3	47	17	865	8	305	2	(D)	7	100	40	
...	...	1	(D)	1	(D)	1	(D)	3	108	1	(D)	41	
...	2	(D)	1	(D)	1	(D)	2	(D)	42	
5	384	5	405	6	513	6	1,501	19	1,264	6	820	3	(D)	18	(D)	5	113	43	
...	3	27	4	92	44	
8	1,184	13	680	15	605	12	9,346	15	2,368	15	1,721	7	1,373	35	1,583	20	453	45	
...	2	(D)	11	632	3	(D)	1	(D)	2	(D)	4	28	46	
5	2,872	33	2,988	10	1,410	20	18,190	14	806	11	2,066	5	2,154	22	996	20	637	47	
3	662	16	1,764	8	555	6	818	19	1,568	12	2,172	8	701	21	1,194	24	279	48	
1	(D)	1	(D)	1	(D)	9	3,131	12	1,134	2	(D)	4	122	49	
4	198	4	140	3	(D)	2	(D)	15	1,733	2	(D)	4	252	9	631	5	241	50	
5	(D)	2	(D)	7	513	6	1,652	21	1,668	8	332	5	411	11	683	8	152	51	
...	5	84	1	(D)	5	535	3	(D)	1	(D)	5	345	1	(D)	52	
...	4	754	2	(D)	1	(D)	2	(D)	53	
1	(D)	9	521	4	400	2	(D)	8	518	1	(D)	2	(D)	6	527	...	(D)	54	
11	350	27	672	27	1,391	5	2,867	26	1,941	6	801	20	2,338	45	2,402	65	3,725	55	
4	370	4	(D)	1	(D)	2	(D)	1	(D)	2	(D)	3	82	56	
8	1,692	9	307	17	560	5	4,881	20	1,962	19	4,965	9	1,423	29	1,750	10	98	57	
2	(D)	12	1,572	9	503	12	7,714	9	573	7	1,215	1	(D)	20	798	2	(D)	58	
44	2,800	19	806	41	2,605	35	9,618	215	16,471	83	11,444	41	5,213	140	8,262	135	2,178	59	
266	217,827	706	74,138	447	72,806	374	198,655	704	54,193	302	49,078	386	30,644	1,208	89,425	614	30,766	60	
11	888	7	154	3	205	10	1,304	18	611	12	1,812	2	(D)	8	485	2	(D)	61	
3	(D)	5	(D)	3	205	9	(D)	13	480	9	1,523	1	(D)	6	(D)	2	(D)	62	
8	(D)	2	(D)	1	(D)	5	131	3	289	1	(D)	2	(D)	63	
21	2,048	17	901	24	1,028	29	4,867	51	1,488	30	3,315	10	674	41	4,498	15	144	64	
7	1,330	13	740	12	633	20	2,939	14	535	16	2,643	5	445	23	2,532	9	85	65	
2	(D)	4	161	9	(D)	3	(D)	6	143	4	245	2	(D)	6	(D)	1	(D)	66	
12	(D)	3	(D)	6	(D)	31	810	10	427	3	(D)	12	(D)	5	(D)	67	
7	136	3	41	...	(D)	6	1,817	11	475	11	564	7	284	10	(D)	68	
9	498	3	(D)	6	432	7	1,185	8	534	14	708	3	207	10	(D)	69	
21	1,642	15	1,511	22	1,222	11	4,889	54	3,306	32	5,117	13	629	43	2,483	6	118	70	
4	137	1	(D)	4	(D)	1	(D)	5	175	4	359	3	133	4	(D)	71	
3	907	14	(D)	14	980	10	(D)	3	303	17	4,003	7	385	23	1,419	2	(D)	72	
14	598	4	(D)	16	782	11	755	3	111	16	(D)	4	(D)	73	
12	516	4	30	5	481	7	200	3	157	2	(D)	5	(D)	74	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Shelby County.....	166	108	8,903	7,731	566	316	234	171	19	1,678	15	284
2	Stoddard County.....	351	223	20,907	18,575	1,424	737	611	405	85	4,384	45	820
3	Dexter.....	131	97	10,591	9,967	822	389	326	160	23	1,605	11	271
4	Remainder of County.....	220	126	10,316	8,608	602	348	285	245	62	2,779	34	549
5	Stone County.....	87	33	4,425	3,445	148	77	65	100	22	729	6	116
6	Sullivan County.....	140	82	6,326	5,406	322	194	156	150	22	1,129	14	189
7	Taney County.....	180	78	7,042	4,996	466	258	215	190	31	1,231	33	696
8	Texas County.....	227	123	11,882	9,976	692	383	328	244	47	2,843	32	452
9	Vernon County.....	273	171	16,472	14,656	1,454	767	666	286	54	3,723	35	891
10	Nevada.....	195	137	13,681	12,807	1,362	706	611	199	31	2,951	27	760
11	Remainder of County.....	78	34	2,791	1,849	92	61	55	87	23	772	8	131
12	Warren County.....	101	63	6,486	5,630	410	214	155	111	18	1,333	15	541
13	Washington County.....	136	74	7,907	6,799	473	237	196	149	24	2,015	28	372
14	Wayne County.....	107	47	4,332	3,210	233	135	105	113	27	1,025	13	300
15	Webster County.....	158	80	8,354	6,758	495	271	218	180	31	1,321	11	281
16	Worth County.....	58	42	4,508	3,998	249	130	97	61	5	581	7	82
17	Wright County.....	186	108	11,809	10,229	662	344	291	216	35	1,726	22	337
18	Mountain Grove.....	92	68	6,068	5,564	431	222	178	112	15	1,166	15	244
19	Remainder of County.....	94	40	5,741	4,665	231	122	113	104	20	560	7	93

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. . . . Represents zero.

Payroll, and Personnel

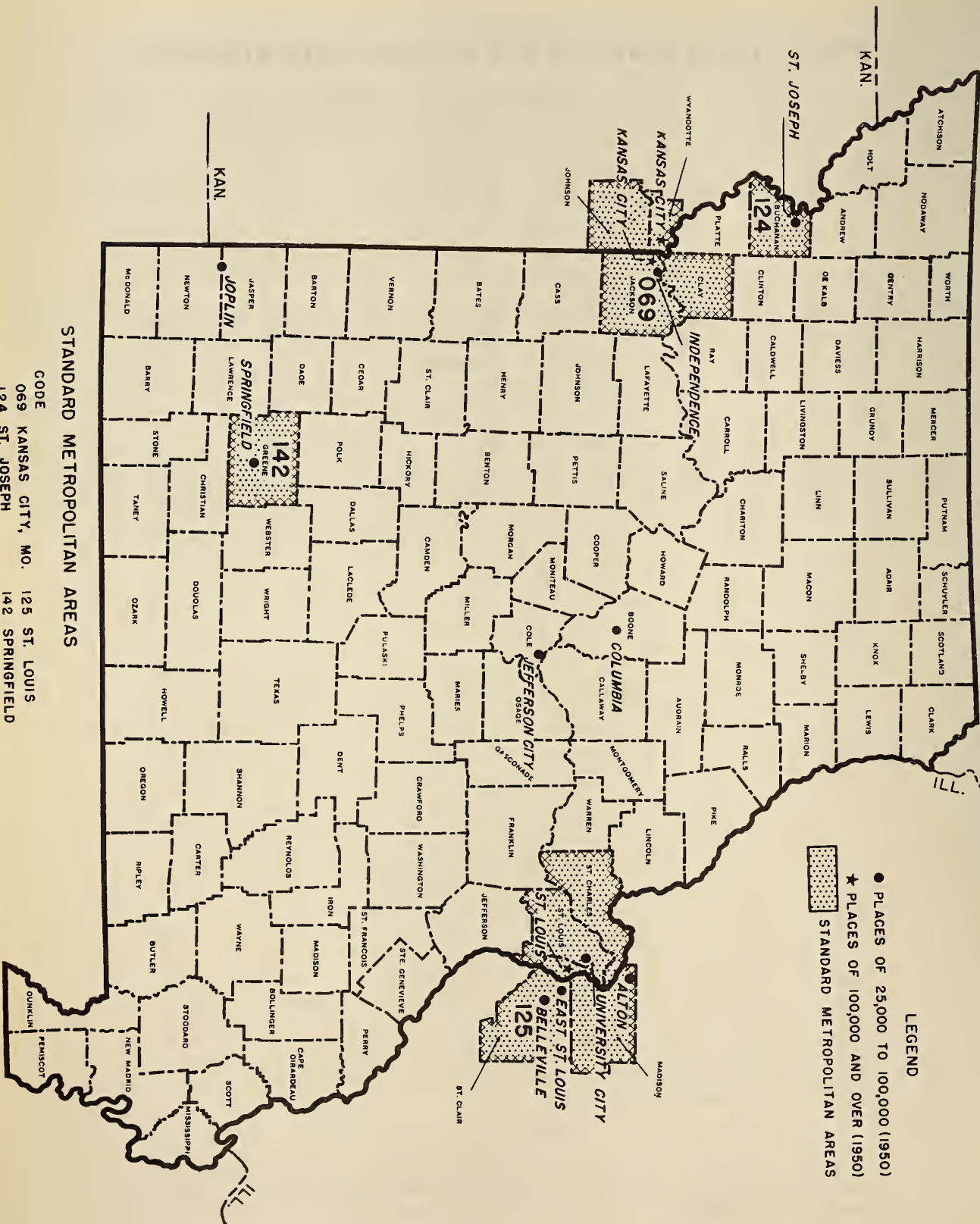
Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
12	440	12	478	10	307	7	1,225	24	1,011	22	1,561	6	189	37	(D)	2	(D)	1
32	1,587	18	690	16	1,104	29	4,463	35	1,369	35	4,259	11	345	41	1,782	4	104	2
8	377	11	528	8	806	13	3,714	12	426	14	2,029	2	(D)	25	(D)	4	104	3
24	1,210	7	162	8	298	16	749	23	943	21	2,230	9	(D)	16	(D)	4
13	537	2	(D)	3	70	7	708	8	(D)	4	258	4	57	18	1,700	5
20	673	5	107	5	221	6	1,151	22	760	18	889	9	213	17	(D)	2	(D)	6
21	1,025	6	301	10	126	8	881	24	623	7	870	6	233	32	(D)	2	(D)	7
31	1,274	16	242	6	270	17	3,328	20	852	18	1,179	9	314	25	1,024	6	104	8
17	1,444	12	549	16	944	16	2,719	42	1,464	25	2,112	10	494	39	1,974	7	158	9
8	1,185	12	549	15	(D)	15	(D)	25	1,127	20	1,948	8	(D)	29	1,016	5	(D)	10
9	259	1	(D)	1	(D)	17	337	5	164	2	(D)	10	958	2	(D)	11
7	424	5	64	2	(D)	7	1,021	10	389	13	1,082	4	123	17	1,313	3	(D)	12
10	622	4	134	4	110	13	1,596	29	826	12	1,796	4	104	6	(D)	2	(D)	13
21	673	5	125	5	132	4	1,114	17	532	6	(D)	2	(D)	7	61	14
18	558	13	506	7	273	11	2,132	20	647	16	846	7	209	18	1,555	6	26	15
6	344	1	(D)	2	(D)	3	(D)	10	380	9	546	3	80	12	643	16
20	1,756	7	292	9	336	20	1,936	32	679	11	820	8	246	18	3,651	4	30	17
5	646	4	183	4	288	11	1,160	16	431	6	610	4	154	10	(D)	2	(D)	18
15	1,110	3	109	5	48	9	776	16	248	5	210	4	92	8	(D)	2	(D)	19

MISSOURI
ES, I INDEP

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)

STANDARD METROPOLITAN AREAS



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | Retail Trade | Wholesale Trade | Selected Service Trades |
|--|--|--|
| <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins |
| <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins |
| <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins |
| <input type="checkbox"/> Central Business District Bulletins | <input type="checkbox"/> Census Volumes | <input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Census Volumes | | |
- ☐ Public Merchandise Warehouses
☐ 1954 Census of Business—Puerto Rico

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
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Your Name _____

Street Address _____ City _____ Zone _____ State _____

1954 Census of Business RETAIL TRADE

January 1956

Series: PR-1-26

MONTANA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

MONTANA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	8,226	5,868	779,044	731,332	8,080	5,872	599,660	559,497
Food stores.....	1,294	794	155,300	142,376	1,621	913	123,103	106,627
Eating, drinking places.....	2,073	1,605	81,006	73,972	2,141	1,700	67,646	62,885
General merchandise group.....	367	257	67,430	64,484	373	295	62,350	60,298
Apparel, accessories stores.....	439	385	36,091	34,957	413	317	30,696	28,922
Furniture, home furnishings, appliance dealers.....	319	235	30,710	28,750	301	225	22,289	20,816
Automotive group.....	490	414	152,998	150,954	520	469	107,379	105,484
Gasoline service stations.....	934	626	55,584	47,902	968	580	37,760	31,766
Lumber, bldg. matls., hardware, farm equipment dealers..	849	663	105,636	101,450	729	634	91,328	88,792
Drug stores, proprietary stores.....	240	208	20,909	20,093	247	203	15,136	14,418
Other retail stores.....	988	642	68,642	63,502	753	531	41,126	38,746
Nonstore retailers.....	233	39	4,738	2,892	14	5	847	743

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Montana, total.....	8,226	5,868	779,044	731,332	78,224	28,578	23,916	8,617	1,294	155,300	2,073	81,006
2	Beaverhead County.....	119	101	9,896	9,416	1,026	379	324	113	15	1,606	36	949
3	Dillon.....	77	71	8,470	8,310	908	321	280	70	10	1,549	18	561
4	Remainder of County.....	42	30	1,426	1,106	118	58	44	43	5	57	18	388
5	Big Horn County.....	120	82	8,458	7,834	721	287	257	116	17	1,963	35	881
6	Blaine County.....	124	84	9,300	8,468	803	299	252	112	26	1,884	27	834
7	Broadwater County.....	35	23	2,645	2,403	220	80	71	32	4	470	7	180
8	Carbon County.....	153	89	7,000	5,752	502	220	175	156	28	1,506	34	806
9	Red Lodge.....	70	50	4,023	3,545	347	149	117	73	15	917	13	419
10	Remainder of County.....	83	39	2,977	2,207	155	71	58	83	13	589	21	387
11	Carter County.....	36	18	1,716	1,414	134	67	53	41	6	308	6	201
12	Cascade County.....	629	451	87,284	84,058	10,815	3,549	2,941	657	102	16,037	146	8,226
13	Great Falls.....	513	379	79,884	77,248	10,135	3,254	2,728	534	79	14,845	100	6,039
14	Remainder of County.....	116	72	7,400	6,810	680	295	213	123	23	1,192	46	2,187
15	Chouteau County.....	101	71	10,103	9,451	725	227	213	111	9	1,199	20	969
16	Custer County.....	159	121	17,668	17,188	1,970	743	658	150	22	3,033	35	1,911
17	Miles City.....	140	108	16,813	16,435	1,885	710	626	133	19	2,859	28	1,591
18	Remainder of County.....	19	13	855	753	85	33	32	17	3	174	7	320
19	Daniels County.....	59	51	6,046	5,652	462	150	134	54	5	917	16	478
20	Dawson County.....	122	100	14,700	14,174	1,496	572	484	105	13	2,426	35	1,549
21	Glendive.....	88	78	12,771	12,491	1,360	518	439	73	9	2,214	19	1,154
22	Remainder of County.....	34	22	1,929	1,683	136	54	45	32	4	212	16	395
23	Deer Lodge County.....	176	128	15,929	14,979	1,573	572	448	190	46	4,774	43	1,545
24	Anaconda.....	168	120	15,353	14,403	1,518	547	434	182	45	(D)	39	1,452
25	Remainder of County.....	8	8	576	576	55	25	14	8	1	(O)	4	93
26	Fallon County.....	46	40	4,125	4,031	332	139	118	51	4	830	13	434
27	Fergus County.....	216	152	18,045	16,989	1,890	699	622	213	41	3,357	44	1,488
28	Lewistown.....	143	111	14,945	14,337	1,626	597	527	145	23	2,787	22	990
29	Remainder of County.....	73	41	3,100	2,652	264	102	95	68	18	570	22	498
30	Flathead County.....	461	337	40,975	38,565	3,980	1,519	1,262	497	65	9,322	120	3,674
31	Kalispell.....	230	178	28,222	27,124	2,847	1,079	912	239	38	6,166	35	1,436
32	Whitefish.....	70	56	5,415	5,133	525	183	148	84	7	1,463	18	630
33	Remainder of County.....	161	103	7,338	6,308	608	257	202	174	20	1,693	67	1,608
34	Gallatin County.....	324	248	28,173	26,645	3,090	1,167	978	325	40	5,759	72	2,757
35	Bozeman.....	182	136	20,166	19,138	2,394	859	726	176	23	3,777	29	1,433
36	Remainder of County.....	142	112	8,007	7,507	696	308	252	149	17	1,982	43	1,324
37	Garfield County.....	22	16	1,262	1,172	111	42	42	31	3	399	9	240
38	Glacier County.....	131	105	13,898	13,404	1,282	500	424	124	19	2,867	31	1,321
39	Cut Bank.....	65	61	9,678	9,618	936	364	308	54	6	1,879	15	723
40	Remainder of County.....	66	44	4,210	3,786	346	136	116	70	13	988	16	668
41	Golden Valley County.....	21	11	1,183	649	64	20	18	18	1	(O)	3	62
42	Granite County.....	58	44	4,883	4,647	338	196	150	67	10	664	16	2,439
43	Hill County.....	191	151	26,630	25,714	2,398	873	735	198	24	4,685	45	2,002
44	Havre.....	142	118	21,629	21,089	2,116	764	645	145	19	3,930	32	1,540
45	Remainder of County.....	49	33	5,001	4,625	282	109	90	53	5	755	13	462
46	Jefferson County.....	71	41	3,261	2,753	222	93	84	81	7	514	23	561
47	Judith Basin County.....	46	26	2,319	1,813	157	54	46	43	8	464	14	212
48	Lake County.....	186	118	10,719	9,387	867	339	298	199	39	2,206	47	1,152
49	Lewis and Clark County.....	325	255	32,151	30,317	3,868	1,412	1,165	335	55	7,807	81	3,766
50	Helena.....	267	213	29,333	28,097	3,548	1,281	1,062	267	46	7,128	55	2,920
51	Remainder of County.....	58	42	2,818	2,220	320	131	103	68	9	679	26	846
52	Liberty County.....	44	32	3,735	3,501	263	93	90	50	4	434	14	616
53	Lincoln County.....	112	78	8,595	7,745	779	294	237	127	11	2,071	21	714
54	McCone County.....	39	29	3,078	2,892	194	80	65	40	7	454	8	354
55	Madison County.....	106	62	4,553	3,733	341	134	121	104	23	1,200	35	724
56	Meagher County.....	39	27	1,938	1,690	137	62	55	44	3	388	14	359
57	Mineral County.....	58	32	2,154	1,596	136	56	47	62	12	629	21	625
58	Missoula County.....	430	308	48,752	46,306	5,363	1,911	1,531	443	66	9,946	103	4,461
59	Missoula.....	336	254	43,190	41,530	4,843	1,708	1,377	330	49	8,803	61	3,257
60	Remainder of County.....	94	54	5,562	4,776	520	203	154	113	17	1,143	42	1,204
61	Musselshell County.....	80	60	5,367	5,093	454	193	166	87	11	1,225	24	527
62	Roundup.....	61	51	5,003	4,849	435	178	153	67	8	1,148	15	393
63	Remainder of County.....	19	9	364	244	19	15	13	20	3	77	9	134

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group - Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
367	67,430	439	36,091	319	30,710	490	152,998	934	55,584	849	105,636	240	20,909	988	68,642	233	4,738	1	
6	581	6	681	3	270	10	2,343	9	447	14	1,319	2	(D)	18	(D)	2	
3	325	6	681	3	270	9	(D)	5	266	9	1,052	2	(D)	12	1,414	3	
3	256	1	(D)	4	181	5	267	6	(D)	4	
10	357	5	390	2	(D)	5	1,885	9	338	15	1,633	3	169	14	(D)	5	119	5	
5	(D)	3	209	2	(D)	8	2,027	16	837	25	1,999	2	(D)	9	856	1	(D)	6	
1	(D)	3	136	1	(D)	2	(D)	4	240	7	723	2	(D)	4	(D)	7	
14	652	8	282	1	(D)	6	1,136	16	577	19	999	11	289	14	682	2	(D)	8	
3	209	7	(D)	1	(D)	5	(D)	6	214	7	501	4	138	9	320	9	
11	443	1	(D)	1	(D)	10	363	12	498	7	151	5	362	2	(D)	10	
1	(D)	2	(D)	2	(D)	1	(D)	5	394	5	371	1	(D)	7	143	11	
13	11,660	31	5,004	33	5,796	43	15,820	81	5,080	51	8,320	13	2,506	76	8,039	40	796	12	
12	(D)	30	(D)	33	5,796	38	14,851	69	4,831	38	7,280	11	(D)	63	6,554	40	796	13	
1	(D)	1	(D)	5	969	12	249	13	1,040	2	(D)	13	1,485	14	
4	390	1	(D)	4	92	9	1,778	9	482	21	2,460	3	(D)	17	2,286	4	114	15	
7	1,714	11	1,066	6	509	10	4,679	19	1,196	10	1,740	3	671	30	1,057	6	92	16	
5	(D)	11	1,066	6	509	10	4,679	13	889	10	1,740	3	671	29	(D)	6	92	17	
2	(D)	6	307	1	(D)	18	
5	355	4	289	2	(D)	3	901	2	(D)	10	1,403	2	(D)	10	1,387	19	
8	1,133	7	566	4	437	9	3,305	10	886	18	3,121	3	269	15	1,008	20	
6	(D)	7	566	4	437	8	(D)	7	684	13	2,584	3	269	12	(D)	21	
2	(D)	1	(D)	3	202	5	537	3	(D)	22	
4	1,578	9	616	9	620	15	3,093	14	1,359	12	909	4	368	20	1,067	23	
...	1,578	8	(D)	9	620	15	3,093	13	(D)	11	(D)	4	368	20	1,067	24	
...	...	1	(D)	1	(D)	1	(D)	25	
3	221	3	224	3	130	3	888	7	342	6	721	2	(D)	2	(D)	26	
8	1,399	10	880	8	615	13	3,513	27	1,233	27	3,329	7	(D)	26	1,599	5	(D)	27	
6	(D)	10	880	8	615	12	(D)	18	877	16	2,658	5	453	20	1,341	3	(D)	28	
2	(D)	1	(D)	9	356	11	671	2	(D)	6	258	2	(D)	29	
16	3,477	33	1,989	21	2,051	30	8,459	61	3,360	32	3,862	10	1,109	58	3,426	15	246	30	
6	2,773	22	1,521	15	1,835	20	7,227	27	1,806	14	2,190	5	(D)	35	2,306	13	(D)	31	
2	(D)	6	301	3	173	3	(D)	8	310	11	609	3	260	9	601	32	
8	(D)	5	167	3	43	7	(D)	26	1,244	7	1,063	2	(D)	14	519	2	(D)	33	
12	2,022	22	1,872	14	834	14	4,033	47	2,484	35	4,941	10	817	52	2,622	6	32	34	
7	1,734	17	1,629	14	834	9	3,562	25	1,572	19	3,630	6	681	27	1,282	6	32	35	
5	288	5	243	5	471	22	912	16	1,311	4	136	25	1,340	36	
...	...	2	(D)	1	(D)	4	186	1	(D)	1	(D)	1	(D)	37	
11	1,566	7	522	6	(D)	11	3,131	19	1,234	10	1,716	2	(D)	15	910	38	
7	1,331	4	269	4	345	10	(D)	5	470	7	1,216	2	(D)	5	474	39	
4	235	3	253	2	(D)	1	(D)	14	764	3	500	10	436	40	
3	190	3	(D)	5	104	5	488	1	(D)	41	
1	(D)	3	92	1	(D)	3	532	9	377	6	289	5	112	4	(D)	42	
13	2,892	8	967	7	744	17	5,216	17	1,281	23	5,444	4	555	24	2,721	9	123	43	
6	2,394	7	(D)	7	744	12	4,354	13	1,036	16	3,816	4	555	19	2,239	7	(D)	44	
7	498	1	(D)	5	862	4	245	7	1,628	5	482	2	(D)	45	
4	59	3	66	3	81	2	(D)	11	505	7	353	2	(D)	9	643	46	
2	(D)	...	(D)	3	372	6	314	7	511	1	(D)	3	(D)	2	(D)	47	
13	1,085	7	314	4	218	13	2,190	14	651	22	1,339	4	227	19	1,313	4	24	48	
9	2,703	25	1,951	18	1,604	26	6,179	36	2,588	18	2,352	11	804	37	2,155	9	242	49	
7	(D)	25	1,951	16	(D)	24	(D)	30	2,272	15	2,185	11	804	31	1,874	7	(D)	50	
2	(D)	2	(D)	2	(D)	6	316	3	167	6	281	2	(D)	51	
1	(D)	1	(D)	...	(D)	2	(D)	4	344	11	1,393	1	(D)	4	207	2	(D)	52	
11	1,019	4	219	5	212	8	1,166	18	988	10	1,170	3	220	18	(D)	3	(D)	53	
2	(D)	2	(D)	2	(D)	5	243	6	1,014	1	(D)	4	(D)	2	(D)	54	
4	(D)	2	(D)	4	(D)	4	876	9	310	9	257	4	162	12	597	55	
2	(D)	2	(D)	2	(D)	4	379	8	487	...	(D)	1	(D)	3	(D)	56	
5	137	1	(D)	11	367	3	(D)	2	(D)	3	(D)	57	
14	3,439	26	2,252	23	2,494	23	10,529	51	3,912	31	5,236	13	1,354	52	4,465	28	664	58	
9	3,298	25	(D)	20	2,365	23	(D)	43	2,928	23	4,089	13	1,354	44	3,740	26	(D)	59	
5	141	1	(D)	3	129	...	(D)	8	984	8	1,147	8	725	2	(D)	60	
3	282	3	155	4	289	4	1,238	10	399	6	688	5	221	10	343	61	
...	282	3	155	4	289	4	1,238	7	344	6	688	2	(D)	9	(D)	62	
...	3	55	3	(D)	1	(D)	63	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

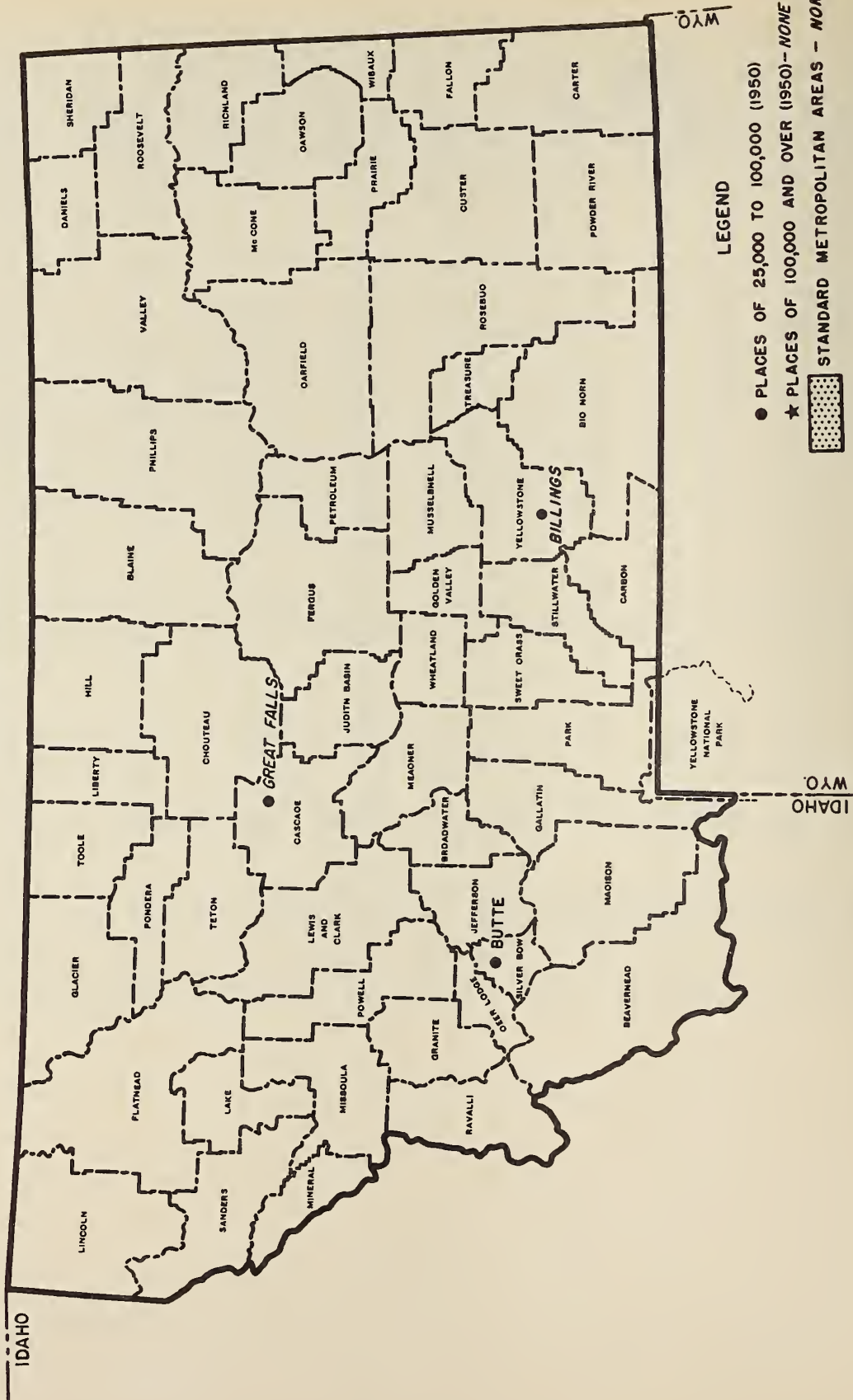
Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Park County.....	230	154	13,934	12,572	1,397	587	483	257	26	3,365	70	1,954
2	Livingston.....	158	112	11,743	10,993	1,208	480	399	184	16	2,750	42	1,433
3	Remainder of County.....	72	42	2,191	1,579	189	107	84	73	10	615	28	521
4	Petroleum County.....	11	7	311	261	30	14	11	13	3	(D)	5	94
5	Phillips County.....	106	72	9,070	8,110	792	286	249	100	11	1,446	28	864
6	Pondera County.....	101	83	11,511	11,231	1,014	296	257	89	12	1,693	20	617
7	Powder River County.....	21	17	1,279	1,167	98	80	32	24	5	320	3	107
8	Powell County.....	104	68	6,758	5,758	555	221	162	116	19	1,798	31	1,017
9	Deer Lodge.....	69	53	5,450	5,002	496	192	134	78	10	1,406	15	670
10	Remainder of County.....	35	15	1,308	756	59	29	28	38	9	392	16	347
11	Prairie County.....	34	24	2,281	2,099	182	82	73	34	4	509	9	196
12	Ravalli County.....	167	105	10,102	8,720	775	302	238	175	27	2,430	37	740
13	Hamilton.....	101	65	7,354	6,612	630	234	190	111	12	1,512	22	478
14	Remainder of County.....	66	40	2,748	2,108	145	68	48	64	15	918	15	262
15	Richland County.....	130	102	12,909	12,379	1,287	487	414	129	11	2,044	25	861
16	Sidney.....	86	68	9,713	9,351	1,028	380	322	84	6	1,547	12	417
17	Remainder of County.....	44	34	3,196	3,028	259	107	92	45	5	497	13	444
18	Roosevelt County.....	192	142	18,868	17,746	1,700	564	516	182	30	2,951	39	1,768
19	Wolf Point.....	75	57	9,090	8,796	840	267	241	74	12	1,529	13	578
20	Remainder of County.....	117	85	9,778	8,950	860	297	275	108	18	1,422	26	1,190
21	Rosebud County.....	93	61	5,134	4,452	400	172	148	111	12	1,042	20	529
22	Sanders County.....	99	57	5,274	4,402	385	165	132	113	17	647	27	739
23	Sheridan County.....	110	92	9,021	8,661	725	301	250	115	11	1,223	28	945
24	Silver Bow County.....	661	433	64,409	59,943	7,129	2,624	2,096	766	168	16,154	226	10,335
25	Butte.....	606	406	61,544	57,758	6,118	2,514	2,034	735	155	15,265	195	9,447
26	Remainder of County.....	55	27	2,865	2,185	211	110	60	81	13	889	31	888
27	Stillwater County.....	92	46	4,774	3,926	330	115	98	97	13	1,043	24	429
28	Sweet Grass County.....	52	46	3,508	3,386	265	142	118	59	7	628	12	331
29	Teton County.....	100	84	9,292	8,966	672	248	207	102	15	1,558	18	771
30	Toole County.....	122	96	12,641	11,899	1,035	347	305	134	8	2,045	39	1,443
31	Shelby.....	78	62	9,415	8,843	847	277	246	89	4	1,656	20	971
32	Remainder of County.....	44	34	3,226	3,056	188	70	59	45	4	389	19	472
33	Treasure County.....	25	9	1,090	774	69	27	26	28	5	255	4	93
34	Valley County.....	162	120	17,137	16,429	1,512	518	439	167	32	2,810	40	1,526
35	Glasgow.....	87	71	12,722	12,428	1,226	416	348	99	21	2,033	15	871
36	Remainder of County.....	75	49	4,415	4,001	286	102	91	68	11	777	25	655
37	Wheatland County.....	59	45	4,351	3,977	301	137	114	63	7	970	19	445
38	Wibaux County.....	20	16	1,825	1,687	187	82	70	23	2	(D)	7	394
39	Yellowstone County.....	696	498	97,034	93,356	10,671	3,760	3,214	744	103	18,513	144	7,721
40	Billings.....	498	374	83,546	81,292	9,478	3,274	2,817	500	74	15,322	71	5,185
41	Laurel.....	63	51	5,545	5,299	479	211	161	62	12	1,487	15	577
42	Remainder of County.....	135	73	7,943	6,765	714	275	236	182	27	1,677	38	1,659
43	Yellowstone National Park (part) ¹	***	***	***	***	***	***

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹Yellowstone National Park is in Idaho, Montana and Wyoming.

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
15	1,147	13	929	8	175	5	1,816	32	1,458	16	1,598	5	383	37	1,070	3	39	1	
10	990	13	929	8	175	5	1,816	19	920	12	(D)	4	(D)	27	923	2	(D)	2	
5	157	13	538	4	(D)	1	(D)	10	147	1	(D)	3	
...	1	(D)	1	(D)	1	(D)	4	
7	714	3	284	8	117	7	2,229	9	474	17	1,977	5	248	8	551	3	166	5	
4	591	4	277	...	(D)	7	1,782	14	759	22	4,016	2	(D)	13	1,370	3	(D)	6	
1	(D)	1	(D)	4	434	4	191	1	(D)	2	(D)	7	
5	389	4	255	3	(D)	4	1,204	12	544	13	629	3	268	10	(D)	8	
2	(D)	4	255	3	(D)	4	1,204	9	(D)	13	629	3	268	6	322	9	
3	(D)	3	(D)	4	(D)	10	
2	(D)	1	(D)	1	(D)	2	(D)	5	243	7	546	1	(D)	2	(D)	11	
7	507	6	365	8	312	10	2,215	14	836	20	991	7	299	28	1,357	3	50	12	
4	454	4	(D)	7	(D)	7	2,186	6	330	13	742	3	177	20	831	3	50	13	
3	53	2	(D)	1	(D)	3	29	8	506	7	249	4	122	8	526	14	
6	915	11	781	7	549	11	3,075	12	806	26	2,907	6	371	14	(D)	1	(D)	15	
3	725	8	683	6	(D)	7	2,470	11	(D)	15	1,839	5	(D)	12	470	1	(D)	16	
3	190	3	98	1	(D)	4	605	1	(D)	11	1,068	1	(D)	2	(D)	17	
5	831	9	524	7	332	10	3,768	20	1,027	43	5,173	7	596	19	1,833	3	65	18	
2	(D)	6	(D)	6	(D)	4	2,198	7	378	15	2,352	2	(D)	6	542	2	(D)	19	
3	(D)	3	(D)	1	(D)	6	1,570	13	649	28	2,821	5	(D)	13	1,291	1	(D)	20	
10	688	3	146	3	41	3	978	14	585	11	678	2	(D)	15	(D)	21	
17	1,449	6	807	14	598	4	395	3	186	9	(D)	2	(D)	22	
8	585	6	403	2	(D)	8	1,614	8	599	20	1,650	4	(D)	15	1,525	23	
17	7,594	42	3,470	25	3,458	26	10,242	46	3,987	18	2,176	13	1,438	60	5,061	20	494	24	
14	7,354	42	3,470	25	3,458	26	10,242	44	(D)	18	2,176	13	1,438	55	4,734	19	(D)	25	
3	240	2	(D)	5	327	1	(D)	26	
6	289	4	215	1	(D)	3	989	10	332	13	742	5	230	13	(D)	27	
4	296	2	(D)	1	(D)	5	960	7	438	5	18								

MONTANA (56 COUNTIES)



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to Bureau of the Census, Washington 25, D. C.

(Check appropriate boxes to show the series for which announcements are desired)

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<input type="checkbox"/> Public Merchandise Warehouses <input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

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1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-27

NEBRASKA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places; and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
NEBRASKA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	17,034	12,139	1,586,825	1,484,855	16,834	12,514	1,310,638	1,225,404
Food stores.....	2,564	1,700	295,043	271,439	3,105	2,086	238,019	214,230
Eating, drinking places.....	3,218	2,558	118,151	106,955	3,199	2,489	91,505	82,442
General merchandise group.....	725	581	165,405	161,961	700	552	149,361	146,757
Apparel, accessories stores.....	808	686	74,174	71,792	739	573	67,237	64,453
Furniture, home furnishings, appliance dealers.....	956	696	72,702	67,954	884	701	64,901	61,435
Automotive group.....	1,058	842	287,753	281,465	1,137	961	228,034	221,541
Gasoline service stations.....	2,148	1,379	125,916	108,690	2,298	1,485	100,045	85,232
Lumber, bldg. matls., hardware, farm equipment dealers..	2,134	1,744	232,983	224,145	2,253	1,898	230,203	221,289
Drug stores, proprietary stores.....	665	555	47,860	45,608	661	567	38,624	37,071
Other retail stores.....	2,155	1,317	149,818	133,012	1,822	1,175	98,679	87,035
Nonstore retailers.....	603	81	17,020	11,834	36	27	4,030	3,919

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (unin- corporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Nebraska, total.....	17,034	12,139	1,586,825	1,484,855	153,585	64,834	52,708	17,970	2,564	295,043	3,218	118,151
2	Adams County.....	359	269	38,098	36,408	3,935	1,677	1,351	351	53	7,655	69	2,401
3	Hastings.....	299	233	34,794	33,596	3,677	1,573	1,263	299	40	7,097	58	1,968
4	Remainder of County.....	60	36	3,304	2,812	258	104	88	52	13	558	11	433
5	Antelope County.....	137	111	12,326	11,562	742	328	273	142	15	1,682	20	487
6	Arthur County.....	8	2	320	(D)	(D)	(D)	(D)	(D)	2	(D)
7	Banner County.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
8	Blaine County.....	24	12	1,462	1,322	60	33	29	27	4	508	2	(D)
9	Boone County.....	127	89	8,934	7,944	601	286	230	138	16	1,502	20	456
10	Box Butte County.....	170	146	17,077	16,741	1,636	678	553	168	25	3,363	27	702
11	Alliance.....	138	118	15,160	14,896	1,474	593	487	136	20	3,098	20	571
12	Remainder of County.....	32	28	1,917	1,845	162	85	66	32	5	265	7	131
13	Boyd County.....	91	51	5,513	4,637	307	138	110	106	13	767	23	386
14	Brown County.....	79	61	5,273	5,075	397	195	164	74	8	1,069	13	302
15	Buffalo County.....	399	275	32,185	29,821	2,861	1,299	1,045	432	52	4,314	71	1,938
16	Kearney.....	231	165	22,791	21,473	2,350	1,044	845	232	32	3,037	36	1,128
17	Remainder of County.....	168	110	9,394	8,348	511	255	200	200	20	1,277	35	810
18	Burt County.....	166	123	13,839	12,983	916	440	355	169	20	2,470	27	660
19	Butler County.....	147	79	9,213	7,671	484	238	184	151	24	1,959	32	664
20	Cass County.....	234	142	14,313	12,291	983	461	354	255	37	3,839	41	1,137
21	Plattsmouth.....	81	63	7,027	6,569	569	287	211	89	13	2,223	16	613
22	Remainder of County.....	153	79	7,286	5,722	414	174	143	166	24	1,616	25	524
23	Cedar County.....	192	134	11,593	10,467	802	400	324	199	25	2,131	29	804
24	Chase County.....	87	55	5,611	4,899	454	187	164	93	15	1,044	11	237
25	Cherry County.....	140	104	10,944	10,184	939	395	361	150	19	1,779	22	725
26	Valentine.....	85	73	8,698	8,470	806	337	309	98	11	1,338	13	462
27	Remainder of County.....	55	31	2,246	1,714	133	58	52	52	8	441	9	263
28	Cheyenne County.....	192	148	19,877	19,155	1,995	843	653	196	27	3,931	37	1,810
29	Sidney.....	139	109	17,034	16,544	1,712	705	543	145	19	3,365	23	1,303
30	Remainder of County.....	53	39	2,843	2,611	283	138	110	51	8	566	14	507
31	Clay County.....	119	85	7,152	6,180	468	227	201	130	17	1,009	20	395
32	Colfax County.....	177	129	14,684	13,762	1,026	476	417	214	32	2,356	38	1,304
33	Schuyler.....	90	68	7,962	7,568	605	272	239	109	15	1,404	22	840
34	Remainder of County.....	87	61	6,722	6,194	421	204	178	105	17	952	16	464
35	Cuming County.....	172	136	14,588	13,960	1,072	467	393	189	20	2,032	28	872
36	West Point.....	83	65	7,802	7,532	622	254	213	94	7	1,149	12	406
37	Remainder of County.....	89	71	6,786	6,428	450	213	180	95	13	883	16	466
38	Guater County.....	248	182	16,374	15,240	1,134	602	473	275	44	3,402	38	833
39	Broken Bow.....	90	74	8,458	8,232	629	309	234	97	16	1,837	14	367
40	Remainder of County.....	158	108	7,916	7,008	505	293	239	178	28	1,565	24	466
41	Dakota County.....	138	94	11,195	10,173	826	382	311	160	33	3,450	27	1,387
42	South Sioux City.....	102	70	9,750	9,036	749	341	278	121	26	3,122	20	1,214
43	Remainder of County.....	36	24	1,445	1,137	77	41	33	39	7	328	7	173
44	Dawes County.....	155	123	11,256	10,806	1,058	496	401	158	30	2,556	24	918
45	Chadron.....	89	75	7,880	7,736	801	363	290	85	11	1,610	14	523
46	Remainder of County.....	66	48	3,376	3,070	257	133	111	73	19	946	10	395
47	Dawson County.....	288	224	27,805	26,245	2,167	967	794	334	28	4,284	46	1,240
48	Cozad.....	64	50	5,740	5,262	420	168	139	70	8	1,189	9	235
49	Gothenburg.....	71	55	6,913	6,457	584	270	212	75	4	915	12	348
50	Lexington.....	104	84	11,498	10,986	945	421	354	130	13	1,914	15	474
51	Remainder of County.....	49	35	3,664	3,540	218	108	89	59	3	266	10	183
52	Deuel County.....	65	55	5,338	5,166	380	186	149	70	8	767	17	290
53	Dixon County.....	142	80	7,610	6,266	483	233	185	164	17	1,098	28	472
54	Dodge County.....	426	294	42,928	40,246	3,716	1,610	1,317	450	62	7,182	74	2,740
55	Fremont.....	258	188	29,618	28,400	2,997	1,285	1,056	264	30	5,440	46	1,852
56	Remainder of County.....	168	106	13,310	11,846	719	325	261	186	32	1,742	28	888
57	Douglas County.....	2,817	2,021	406,012	389,924	52,173	19,697	16,147	2,849	557	78,599	660	42,495
58	Omaha.....	2,641	1,897	388,966	373,906	50,531	19,023	15,585	2,658	532	76,391	619	39,936
59	Remainder of County.....	176	124	17,046	16,018	1,642	674	562	191	25	2,208	41	2,559
60	Dundy County.....	71	53	4,196	3,902	321	151	123	69	11	1,036	9	202
61	Fillmore County.....	151	99	9,826	8,946	665	326	271	163	19	1,465	30	664
62	Franklin County.....	88	64	6,045	5,541	361	198	151	116	15	1,188	14	414
63	Frontier County.....	52	40	3,378	3,136	188	105	88	56	3	252	9	232

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll. and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
725	165,405	808	74,174	956	72,702	1,058	287,753	2,148	125,916	2,134	232,983	665	47,860	2,155	149,818	603	17,020	1	
11	4,191	22	2,044	26	2,858	25	6,983	44	3,141	26	4,779	16	1,077	57	2,854	10	115	2	
8	4,038	22	2,044	26	2,858	20	6,627	36	2,454	18	3,952	12	994	51	(D)	8	(D)	3	
3	153	5	356	8	687	8	827	4	83	6	(D)	2	(D)	4	
7	709	3	86	17	523	11	3,413	15	1,408	28	2,970	3	213	12	765	6	70	5	
2	(D)	3	124	1	(D)	6	
...	1	(D)	7	
1	(D)	1	(D)	7	87	6	221	3	157	8	
7	682	7	294	10	343	6	1,338	9	748	24	2,489	6	295	20	(D)	2	(D)	9	
8	1,184	10	1,095	10	664	11	3,120	20	925	23	2,968	6	(D)	28	2,452	2	(D)	10	
7	(D)	10	1,095	9	(D)	11	3,120	17	770	16	2,131	4	488	22	2,191	2	(D)	11	
1	(D)	1	(D)	3	155	7	837	2	(D)	6	261	12	
5	263	4	105	2	(D)	6	1,277	9	273	19	2,006	2	(D)	4	250	4	18	13	
4	437	5	202	2	(D)	8	1,291	10	450	12	741	3	173	12	525	2	(D)	14	
16	3,112	25	1,571	25	2,258	31	5,824	51	2,707	39	4,612	16	981	53	3,560	20	1,308	15	
9	2,847	21	(D)	19	2,161	25	5,000	20	1,154	17	2,410	7	609	33	(D)	12	1,252	16	
7	265	4	(D)	6	97	6	824	31	1,553	22	2,202	9	372	20	(D)	8	56	17	
7	464	9	414	12	476	13	2,087	17	803	23	2,618	6	267	23	3,036	9	544	18	
9	619	2	(D)	7	258	5	933	13	597	35	2,422	6	247	12	1,444	2	(D)	19	
10	450	6	(D)	13	305	18	2,673	33	1,214	44	2,810	11	450	21	1,266	...	(D)	20	
2	(D)	4	140	5	163	11	1,492	9	662	11	1,158	3	251	7	203	...	(D)	21	
8	(D)	2	(D)	8	142	7	1,181	24	552	33	1,652	8	199	14	1,063	22	
14	1,054	6	157	8	179	14	2,219	31	1,775	31	2,204	8	341	20	681	6	48	23	
3	297	1	(D)	2	(D)	12	1,577	14	587	14	1,151	3	256	12	248	24	
13	766	8	388	6	944	11	2,282	13	1,203	22	1,847	7	334	11	554	8	122	25	
4	516	8	388	6	944	9	(D)	5	871	14	1,307	3	260	6	502	6	(D)	26	
9	250	2	(D)	8	332	8	540	4	74	5	52	2	(D)	27	
7	1,398	5	345	11	611	14	4,336	27	1,347	22	3,169	5	478	24	2,172	13	280	28	
4	1,304	5	345	11	611	12	(D)	16	1,060	13	2,148	3	(D)	20	2,092	13	280	29	
3	94	2	(D)	11	287	9	1,021	2	(D)	4	80	30	
11	613	2	(D)	7	193	4	569	10	857	22	1,825	5	(D)	16	1,380	5	98	31	
6	682	4	106	11	665	13	2,795	20	973	25	3,185	6	255	18	2,313	4	50	32	
4	(D)	2	(D)	5	237	9	2,006	12	464	10	1,780	3	145	6	587	2	(D)	33	
2	(D)	2	(D)	6	428	4	789	8	509	15	1,405	3	110	12	1,726	2	(D)	34	
9	1,597	8	255	8	228	13	2,070	20	1,647	25	3,695	8	420	21	1,608	12	164	35	
5	(D)	5	141	4	162	7	1,277	8	657	13	2,151	4	265	10	(D)	8	80	36	
4	(D)	3	114	4	66	6	793	12	990	12	1,544	4	155	11	(D)	4	84	37	
13	1,202	9	467	13	678	14	2,080	34	1,837	33	3,671	13	577	28	1,522	9	105	38	
5	683	5	322	8	562	6	1,374	11	558	8	1,450	4	323	10	(D)	3	(D)	39	
8	519	4	145	5	116	8	706	23	1,279	25	2,221	9	254	18	(D)	6	(D)	40	
4	465	4	137	6	528	11	981	18	1,190	13	1,431	5	272	15	(D)	2	(D)	41	
2	(D)	2	(D)	6	528	10	(D)	8	909	9	1,105	3	(D)	14	1,275	2	(D)	42	
2	(D)	2	(D)	1	(D)	10	281	4	326	2	(D)	1	(D)	43	
4	345	13	671	4	(D)	10	2,217	25	1,141	20	1,843	7	335	16	501	2	(D)	44	
3	(D)	9	500	3	(D)	6	1,652	11	731	11	1,358	5	(D)	14	(D)	2	(D)	45	
1	(D)	4	171	1	(D)	4	565	14	410	9	485	2	(D)	2	(D)	46	
16	1,515	18	1,271	21	983	19	5,798	36	3,165	42	5,652	10	855	46	3,006	6	36	47	
3	321	5	(D)	6	371	6	1,479	7	467	7	1,064	3	(D)	8	246	2	(D)	48	
4	526	2	(D)	7	183	5	(D)	8	510	12	1,484	2	(D)	13	1,486	2	(D)	49	
2	(D)	11	970	8	429	6	2,258	13	1,531	13	2,380	2	(D)	21	789	...	(D)	50	
7	(D)	2	(D)	8	657	10	724	3	71	4	485	2	(D)	51	
2	(D)	3	178	3	59	3	(D)	6	756	12	1,179	3	124	8	1,107	52	
10	765	4	38	5	151	8	953	12	659	28	2,430	6	250	16	714	8	80	53	
21	4,556	28	2,377	25	1,813	24	5,443	47	3,145	45	7,492	9	688	69	7,248	22	244	54	
9	3,834	25	2,293	20	1,599	18	4,963	28	2,042	17	2,801	5	546	42	4,024	18	224	55	
12	722	3	84	5	214	6	480	19	1,103	28	4,691	4	142	27	3,224	4	20	56	
62	53,144	172	29,311	126	23,153	121	79,700	300	21,066	143	30,410	133	13,892	384	28,127	159	6,115	57	
54	53,022	170	(D)	117	22,838	113	77,192	271	18,996	122	25,043	126	13,489	365	(D)	152	5,978	58	
8	122	2	(D)	9	315	8	2,508	29	2,070	21	5,367	7	403	19	(D)	7	137	59	
6	168	3	(D)	1	(D)	8	1,069	15	635	7	550	2	(D)	7	174	2	(D)	60	
7	584	4	164	19	427	10	1,522	18	779	21	2,700	6	401	15	(D)	2	(D)	61	
4	251	2	(D)	3	(D)	3	(D)	17	705	17	1,435	3	159	6	393	4	88	62	
3	217	3	24	5	624	9	587	13	574	3	(D)	4	(D)	63	

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (unin- corporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Purnas County.....	174	134	11,096	10,242	730	374	314	204	19	1,674	33	704
2	Gage County.....	343	239	30,123	27,707	2,369	1,037	860	338	57	5,886	52	1,313
3	Beatrice.....	209	157	22,028	21,034	1,967	811	702	195	32	3,656	31	896
4	Remainder of County.....	134	82	8,095	6,673	402	226	158	143	25	2,230	21	417
5	Garden County.....	72	52	3,608	3,368	209	108	84	72	7	533	10	213
6	Garfield County.....	51	39	3,459	3,275	204	89	76	56	6	666	9	172
7	Gosper County.....	26	10	1,079	827	38	19	12	31	3	228	7	60
8	Grant County.....	23	15	1,269	1,121	73	33	31	21	4	282	3	40
9	Greeley County.....	96	62	5,173	4,281	234	148	115	106	14	730	24	569
10	Hall County.....	450	348	46,347	44,075	5,379	2,300	1,918	458	65	8,587	90	3,416
11	Grand Island.....	349	279	40,407	38,831	4,914	2,069	1,718	351	45	7,533	67	2,792
12	Remainder of County.....	101	69	5,940	5,244	465	231	200	107	20	1,054	23	624
13	Hamilton County.....	130	74	8,915	7,943	632	279	221	128	20	1,669	19	314
14	Harlan County.....	83	47	3,890	3,266	251	127	105	100	12	816	13	292
15	Hayes County.....	14	10	619	513	32	23	19	15	2	(0)	2	(0)
16	Hitchcock County.....	87	57	5,026	4,526	293	141	121	99	11	802	18	331
17	Holt County.....	203	137	13,208	11,748	888	458	371	225	26	2,406	43	1,013
18	O'Neill.....	80	62	6,006	5,506	526	253	205	84	10	1,130	19	522
19	Remainder of County.....	123	75	7,202	6,242	362	205	166	141	16	1,276	24	491
20	Hooker County.....	16	10	1,975	1,839	143	56	54	23	2	(0)	1	(0)
21	Howard County.....	103	57	5,993	5,197	347	173	135	113	11	810	21	545
22	Jefferson County.....	178	124	13,960	12,976	992	486	372	192	28	2,833	31	715
23	Fairbury.....	109	83	10,821	10,433	872	423	323	117	18	2,256	14	341
24	Remainder of County.....	69	41	3,139	2,543	120	63	49	75	10	577	17	374
25	Johnson County.....	111	73	6,493	5,655	429	221	162	114	17	1,007	11	266
26	Kearney.....	78	68	5,725	5,333	450	207	160	80	12	1,652	12	323
27	Keith County.....	160	118	12,365	11,091	1,123	447	370	166	25	2,547	23	929
28	Ogallala.....	114	90	10,002	9,324	997	377	321	119	17	2,069	16	684
29	Remainder of County.....	46	28	2,363	1,767	126	70	49	47	8	478	7	245
30	Keya Paha County.....	14	10	871	733	39	20	18	20	3	197	1	(0)
31	Kimball County.....	91	63	6,960	5,988	547	228	186	95	16	1,675	16	438
32	Knox County.....	210	142	13,863	12,495	803	438	338	210	25	2,553	34	799
33	Lancaster County.....	1,158	858	152,393	145,763	19,205	8,105	6,327	1,194	172	25,263	236	9,791
34	Lincoln.....	1,007	757	143,346	137,846	18,592	7,818	6,104	1,033	146	23,102	202	8,513
35	Remainder of County.....	151	101	9,047	7,917	613	287	223	161	26	2,161	34	1,278
36	Lincoln County.....	370	266	34,757	33,075	3,603	1,441	1,258	407	43	6,460	78	2,779
37	North Platte.....	274	202	29,095	27,935	3,205	1,282	1,121	303	31	4,767	53	2,237
38	Remainder of County.....	96	64	5,662	5,140	398	159	137	104	12	1,693	25	542
39	Logan County.....	18	14	796	736	48	32	23	19	2	(0)	3	69
40	Loup County.....	16	8	430	256	20	15	8	18	2	(0)	4	44
41	McPherson County.....	4	2	(0)	(0)	(0)	(0)	(0)	(0)	1	(0)
42	Madison County.....	402	282	38,071	35,347	3,322	1,456	1,201	431	57	6,598	72	2,430
43	Norfolk.....	238	182	27,710	26,228	2,703	1,176	968	247	35	5,049	43	1,700
44	Remainder of County.....	164	100	10,361	9,119	619	280	233	184	22	1,549	29	730
45	Merrick County.....	148	106	9,708	9,004	676	333	259	142	16	1,690	27	733
46	Morrill County.....	116	80	7,691	6,977	623	262	215	125	13	1,670	16	426
47	Nance County.....	92	64	4,986	4,570	346	171	134	95	9	817	10	343
48	Nemaha County.....	138	86	9,375	7,273	615	265	220	153	21	1,632	23	461
49	Auburn.....	96	68	7,407	(D)	(0)	(0)	(0)	(0)	16	1,424	13	336
50	Remainder of County.....	42	18	1,968	(D)	(0)	(0)	(0)	(0)	5	208	10	125
51	Nuckolls County.....	137	99	9,886	9,018	730	352	281	141	22	2,038	21	582
52	Superior.....	71	59	7,098	6,746	571	258	203	74	7	1,381	11	337
53	Remainder of County.....	66	40	2,788	2,272	159	94	78	67	15	657	10	245
54	Otoe County.....	274	194	20,753	19,375	1,621	718	554	296	39	4,140	60	1,237
55	Nebraska City.....	153	115	13,484	12,802	1,235	520	415	163	25	3,024	31	725
56	Remainder of County.....	121	79	7,269	6,573	386	198	139	133	14	1,116	29	512
57	Pawnee County.....	85	55	3,794	3,210	274	137	121	90	13	1,068	9	149
58	Perkine County.....	70	36	4,532	3,924	306	128	110	77	16	894	10	277

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
15	1,047	4	138	9	444	10	1,710	18	1,514	34	2,199	9	360	19	(D)	4	(D)	
19	2,526	16	1,017	21	1,549	21	6,140	45	2,568	46	4,576	13	845	44	3,571	9	132	
7	2,045	14	(D)	16	954	14	5,077	24	1,935	24	2,879	9	763	29	(D)	9	132	
12	481	2	(D)	5	595	7	1,063	21	633	22	1,697	4	82	15	(D)	
3	208	6	216	5	136	5	695	10	409	7	367	4	114	15	717	
2	(D)	6	114	5	844	5	264	10	635	1	(D)	7	549	
1	(D)	1	(D)	3	43	5	368	1	(D)	3	101	2	(D)	
1	(D)	1	(D)	1	(D)	4	218	2	(D)	1	(D)	6	165	
2	(D)	3	27	4	142	6	412	6	321	25	1,597	5	198	5	969	2	(D)	
11	6,563	28	2,974	36	2,408	29	6,922	59	4,166	41	5,694	15	1,945	58	3,149	18	523	
10	(D)	28	2,974	33	2,365	23	5,507	34	2,945	30	4,578	13	(D)	48	2,768	18	523	
1	(D)	3	43	6	1,415	25	1,221	11	1,116	2	(D)	10	381	
5	340	3	152	5	272	8	1,511	24	783	26	2,459	5	121	11	1,256	4	38	
6	258	4	112	4	(D)	7	880	10	509	13	594	2	(D)	10	157	2	(D)	
...	3	117	2	(D)	5	151	
6	254	1	(D)	4	509	11	680	23	1,183	3	121	10	(D)	
12	836	12	512	10	267	16	3,565	27	1,202	24	2,080	11	442	18	787	4	98	
3	423	6	321	6	213	5	1,488	10	607	8	829	3	222	8	(D)	2	(D)	
9	413	6	191	4	54	11	2,077	17	595	16	1,251	8	220	10	(D)	2	(D)	
2	(D)	1	(D)	3	(D)	3	(D)	2	(D)	2	(D)	
6	308	2	(D)	9	199	2	(D)	19	645	17	1,387	2	(D)	12	724	2	(D)	
7	1,666	4	343	8	573	12	2,502	27	1,132	25	2,066	8	390	22	1,582	6	58	
4	1,457	4	343	7	(D)	8	2,396	14	657	17	1,505	4	318	13	(D)	6	58	
3	209	1	(D)	4	106	13	475	8	561	4	72	9	(D)	
5	413	3	110	6	326	11	1,619	16	582	22	1,549	6	277	12	(D)	2	(D)	
3	205	2	(D)	3	(D)	8	1,008	7	401	16	1,329	3	191	10	308	2	(D)	
12	890	8	607	13	634	11	2,699	29	1,966	17	1,248	4	227	18	618	
5	612	8	607	12	(D)	8	(D)	19	1,596	9	772	3	(D)	17	(D)	
7	278	1	(D)	3	(D)	10	370	8	476	1	(D)	1	(D)	
3	188	1	(D)	5	228	1	(D)	
4	413	2	(D)	4	143	8	1,430	11	630	14	1,499	2	(D)	12	438	2	(D)	
9	812	11	386	16	479	9	2,489	22	727	42	3,634	8	405	25	1,474	9	105	
23	32,762	50	10,416	64	7,545	91	22,587	181	10,366	85	14,080	45	5,585	156	12,784	55	1,214	
19	32,542	50	10,416	60	7,482	85	21,633	146	8,605	62	12,610	43	(D)	140	11,663	54	(D)	
4	220	4	63	6	954	35	1,761	23	1,470	2	(D)	16	1,121	1	(D)	
11	3,993	22	1,808	20	1,992	20	5,263	52	4,419	30	3,078	14	1,283	56	2,938	24	784	
8	3,725	22	1,808	19	(D)	19	(D)	35	3,322	14	2,070	10	1,136	45	(D)	17	670	
3	268	1	(D)	1	(D)	16	1,097	16	1,008	4	147	11	(D)	7	74	
3	72	2	(D)	4	200	...	(D)	4	(D)	
...	1	(D)	5	152	3	76	1	(D)	
3	(D)	
15	3,983	19	1,514	27	2,148	30	6,919	50	3,156	49	5,241	10	707	54	5,113	19	262	
10	3,688	17	(D)	17	2,015	27	5,770	27	1,865	16	2,292	4	415	36	(D)	13	216	
5	295	2	(D)	9	133	10	1,240	24	1,291	33	2,949	6	292	18	(D)	6	46	
6	362	3	187	12	299	6	969	25	1,912	22	2,436	5	223	20	851	6	46	
5	331	2	(D)	5	152	5	810	15	543	21	2,874	5	205	25	(D)	4	34	
5	356	5	86	9	302	6	935	11	645	16	944	3	158	14	374	4	26	
5	343	5	280	3	274	11	2,193	10	510	20	1,720	8	357	21	1,408	11	197	
3	(D)	5	280	3	274	11	2,193	8	(D)	14	1,538	2	(D)	12	(D)	9	(D)	
2	(D)	2	(D)	6	182	6	(D)	9	(D)	2	(D)	
4	544	7	434	11	457	10	2,223	19	958	19	1,734	4	269	16	607	4	40	
3	(D)	5	(D)	6	301	7	(D)	9	404	8	1,087	2	(D)	11	430	2	(D)	
1	(D)	2	(D)	5	156	3	(D)	10	554	11	647	2	(D)	5	177	2	(D)	
14	1,826	12	648	17	792	16	4,499	30	1,907	39	3,658	9	446	34	1,528	4	72	
5	1,192	9	594	11	609	12	3,510	12	1,279	17	1,503	4	307	24	(D)	3	(D)	
9	634	3	54	6	183	4	989	18	628	22	2,155	5	139	10	(D)	1	(D)	
5	330	1	(D)	2	(D)	7	403	16	503	14	861	7	177	8	128	3	17	
2	(D)	2	(D)	1	(D)	2	(D)	8	283	18	1,512	5	211	6	144	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

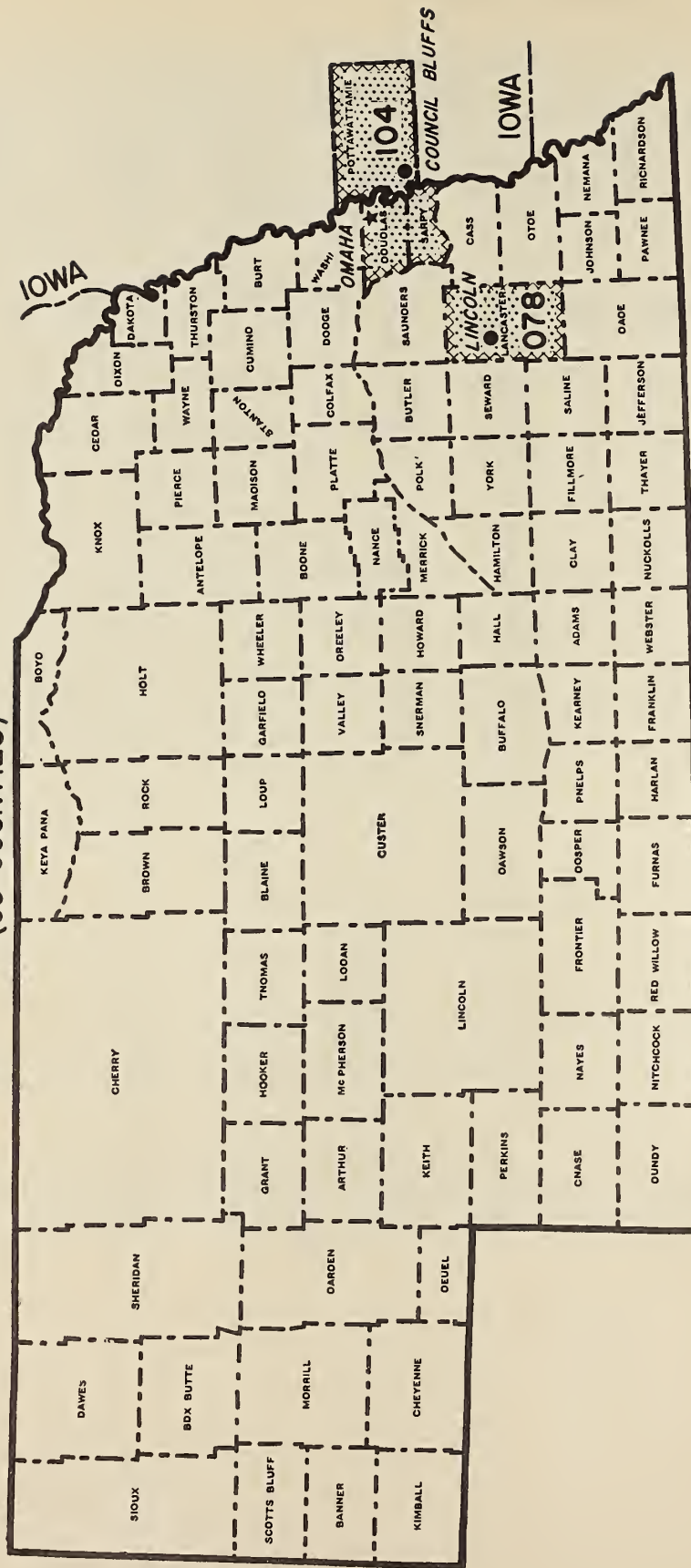
Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Phelps County.....	147	121	17,594	16,962	1,353	596	485	161	14	2,582	23	643
2	Holdrege.....	110	90	14,831	14,285	1,156	509	412	117	10	2,197	14	528
3	Remainder of County.....	37	31	2,763	2,677	197	87	73	44	4	385	9	115
4	Pierce County.....	117	87	7,803	7,241	511	256	211	133	14	1,267	19	604
5	Platte County.....	300	214	27,943	25,795	2,489	1,102	890	299	39	5,782	62	2,537
6	Columbus.....	206	154	21,703	20,381	2,120	901	742	192	26	4,939	39	1,669
7	Remainder of County.....	94	60	6,240	5,414	369	201	148	107	13	843	23	868
8	Polk County.....	105	75	8,007	7,471	497	235	190	112	14	1,200	16	337
9	Red Willow County.....	192	146	19,596	18,674	1,968	848	679	207	33	3,998	24	945
10	McCook.....	143	119	17,937	17,151	1,872	787	639	148	21	3,352	19	851
11	Remainder of County.....	49	27	1,659	1,159	96	61	40	59	12	646	5	94
12	Richardson County.....	222	162	16,872	15,892	1,402	687	574	232	31	3,125	50	1,036
13	Falls City.....	118	100	11,484	11,302	1,029	497	415	123	15	2,115	24	456
14	Remainder of County.....	104	62	5,388	4,590	373	190	159	109	16	1,010	26	580
15	Rock County.....	52	34	3,316	3,064	210	113	83	55	4	410	6	116
16	Saline County.....	219	157	14,882	13,580	961	463	371	236	34	2,665	44	1,351
17	Crete.....	72	60	6,739	6,483	452	191	147	74	9	1,332	11	417
18	Remainder of County.....	147	97	8,143	7,097	509	272	224	162	25	1,333	33	934
19	Sarpy County.....	107	81	8,661	8,113	517	271	188	122	13	2,388	28	1,054
20	Bellevue.....	35	27	3,233	3,041	207	100	67	39	4	1,663	7	341
21	Remainder of County.....	72	54	5,428	5,072	310	171	121	83	9	725	21	713
22	Saunders County.....	237	171	18,239	16,771	1,256	522	422	248	39	4,363	46	1,365
23	Wahoo.....	81	67	8,185	7,791	646	261	210	88	12	1,699	15	573
24	Remainder of County.....	156	104	10,054	8,980	610	261	212	160	27	2,664	31	792
25	Scotts Bluff County.....	496	356	47,219	44,311	4,383	1,843	1,537	488	71	9,004	67	2,088
26	Gering.....	74	50	4,621	4,039	317	153	125	75	10	1,338	16	265
27	Scottsbluff.....	273	207	32,518	31,216	3,272	1,347	1,112	272	37	6,327	35	1,268
28	Remainder of County.....	149	99	10,080	9,056	794	343	300	141	24	1,339	16	555
29	Seward County.....	175	119	12,637	11,229	792	382	315	202	22	2,684	36	986
30	Seward.....	89	63	7,586	7,178	586	263	224	96	8	1,691	17	546
31	Remainder of County.....	86	56	5,051	4,051	206	119	91	106	14	993	19	440
32	Sheridan County.....	163	125	11,753	10,909	922	365	318	169	16	1,979	33	801
33	Sherman County.....	86	68	4,666	4,130	283	135	107	88	10	976	16	323
34	Sioux County.....	13	11	661	(D)	37	14	13	17	1	(0)	2	(0)
35	Stanton County.....	61	41	3,443	3,141	224	98	76	68	10	908	9	223
36	Thayer County.....	153	105	9,468	8,488	688	328	263	162	18	1,665	26	798
37	Thomas County.....	21	9	817	663	28	19	17	21	3	(0)	6	119
38	Thurston.....	102	62	7,062	6,100	400	186	152	131	16	1,092	27	564
39	Valley County.....	101	73	7,219	6,621	455	237	192	108	12	1,437	11	276
40	Washington County.....	130	90	10,084	9,276	671	295	228	151	21	2,507	29	922
41	Blair.....	74	60	7,403	7,153	513	225	177	90	10	1,464	15	475
42	Remainder of County.....	56	30	2,681	2,123	158	70	51	61	11	1,043	14	447
43	Wayne County.....	128	96	9,634	9,142	729	353	296	127	22	1,868	24	621
44	Wayne.....	88	66	7,992	7,650	629	309	255	88	17	1,570	16	500
45	Remainder of County.....	40	30	1,642	1,492	100	44	41	39	5	298	8	121
46	Webster County.....	107	77	7,610	6,988	507	266	221	113	19	1,815	16	283
47	Wheeler County.....	17	5	524	178	9	3	3	18	3	118	5	56
48	York County.....	179	133	16,821	15,885	1,539	664	548	182	25	2,071	42	872
49	York.....	114	96	13,489	12,965	1,309	567	466	119	13	1,555	19	547
50	Remainder of County.....	65	37	3,332	2,920	230	97	82	63	12	516	23	325

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
6	1,081	10	486	9	640	10	4,507	21	1,038	22	2,906	6	378	16	3,009	10	324	1	
4	(D)	10	486	8	(D)	7	(D)	16	921	16	2,084	3	(D)	12	2,841	10	324	2	
2	(D)	1	(D)	3	(D)	5	117	6	822	3	(D)	4	168	3	
6	318	4	73	7	191	7	1,534	20	1,390	21	1,461	3	116	14	(D)	2	(D)	4	
8	2,636	22	1,152	22	1,161	16	4,031	44	1,943	29	4,946	12	701	39	2,914	7	140	5	
5	2,479	20	(D)	17	1,012	14	(D)	25	995	16	3,145	8	595	29	1,884	7	140	6	
3	157	2	(D)	5	149	2	(D)	19	948	13	1,801	4	106	10	1,030	7	
5	149	4	103	8	223	7	837	9	918	20	1,720	4	244	17	(D)	1	(D)	8	
7	2,290	18	1,077	10	994	19	4,317	16	1,013	26	2,043	7	510	27	2,376	5	33	9	
6	(D)	17	(D)	10	994	18	(D)	9	786	12	1,544	4	445	24	(D)	3	(D)	10	
1	(D)	1	(D)	1	(D)	7	227	14	499	3	65	3	(D)	2	(D)	11	
8	1,285	8	295	19	1,126	13	3,038	20	1,356	36	3,420	6	481	29	(D)	2	(D)	12	
4	1,034	7	(D)	14	1,050	9	2,688	10	1,075	13	1,139	4	(D)	18	1,298	13	
4	251	1	(D)	5	76	4	350	10	281	23	2,281	2	(D)	11	(D)	2	(D)	14	
7	231	2	(D)	5	(D)	2	(D)	10	402	10	1,263	1	(D)	5	138	15	
10	728	5	134	16	429	15	3,975	26	1,316	42	3,197	8	490	17	(D)	2	(D)	16	
3	410	3	(D)	6	208	4	2,112	12	825	12	937	3	185	9	215	...	(D)	17	
7	318	2	(D)	10	221	11	1,863	14	491	30	2,260	5	305	8	(D)	2	(D)	18	
4	201	5	249	6	210	11	1,840	17	933	12	1,258	3	284	8	244	19	
1	(D)	4	(D)	2	(D)	3	(D)	4	304	2	(D)	2	(D)	6	(D)	20	
3	(D)	1	(D)	4	(D)	8	(D)	13	629	10	(D)	1	(D)	2	(D)	21	
11	735	7	(D)	14	512	18	4,076	33	1,378	33	3,567	9	442	25	1,645	2	(D)	22	
2	(D)	2	(D)	6	263	8	2,498	8	447	12	1,667	3	250	13	375	23	
9	(D)	5	90	8	249	10	1,578	25	931	21	1,900	6	192	12	1,270	2	(D)	24	
25	4,241	35	2,719	27	2,143	34	9,849	69	3,050	55	6,812	19	1,241	79	4,859	15	1,213	25	
3	130	3	235	4	186	4	299	12	633	10	1,145	4	(D)	8	(D)	26	
12	3,560	27	2,262	13	1,500	25	8,285	30	1,389	22	3,368	6	(D)	55	3,717	...	(D)	27	
10	551	5	222	10	457	5	1,265	27	1,028	23	2,299	9	340	16	(D)	4	(D)	28	
15	748	4	183	6	309	10	2,042	23	1,347	31	2,324	5	360	23	1,654	29	
9	454	4	183	5	(D)	5	1,384	10	658	13	1,206	3	(D)	15	953	30	
6	294	1	(D)	5	658	13	689	18	1,118	2	(D)	8	701	31	
12	1,027	9	392	9	344	9	2,359	20	1,043	33	2,661	4	364	16	(D)	2	(D)	32	
5	184	7	385	5	123	2	(D)	8	586	24	1,277	2	(D)	5	291	2	(D)	33	
...	...	1	(D)	2	(D)	3	(D)	3	101	1	(D)	34	
3	82	3	22	2	(D)	6	328	3	(D)	8	1,128	6	179	7	400	4	26	35	
13	750	9	176	12	700	4	975	27	948	27	2,223	5	246	6	919	6	68	36	
...	1	(D)	4	207	1	(D)	2	(D)	4	54	37	
9	448	2	(D)	3	(D)	9	581	16	2,413	4	106	14	776	2	(D)	38	
5	438	4	179	9	204	6	707	12	630	21	1,539	4	244	15	(D)	2	(D)	39	
6	299	5	292	6	268	5	1,610	19	881	19	2,016	3	188	13	1,075	4	26	40	
2	(D)	5	292	4	(D)	5	1,610	12	651	9	1,341	3	188	9	937	41	
4	(D)	2	(D)	7	230	10	675	4	138	4	26	42	
7	678	3	218	7	170	9	2,646	13	639	18	1,859	4	195	17	712	4	28	43	
7	678	3	218	4	137	8	(D)	5	276	10	1,229	2	(D)	12	595	4	28	44	
...	3	33	1	(D)	8	363	8	630	2	(D)	5	117	45	
4	400	2	(D)	6	249	9	1,053	12	1,405	17	1,260	5	149	12	508	5	(D)	46	
6	150	1	(D)	2	(D)	47	
6	1,033	11	736	16	752	6	3,993	21	1,382	20	2,450	4	348	25	(D)	3	(D)	48	
4	(D)	11	736	16	752	4	(D)	8	578	12	1,842	3	(D)	21	1,616	3	(D)	49	
2	(D)	2	(D)	13	804	8	608	1	(D)	4	(D)	50	

NEBRASKA (93 COUNTIES)



STANDARD METROPOLITAN AREAS

CODE
078 LINCOLN
104 OMAHA, NEBRASKA

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to Bureau of the Census, Washington 25, D. C.

(Check appropriate boxes to show the series for which announcements are desired)

- | Retail Trade | Wholesale Trade | Selected Service Trades |
|--|--|--|
| <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins |
| <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins |
| <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins |
| <input type="checkbox"/> Central Business District Bulletins | <input type="checkbox"/> Census Volumes | <input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Census Volumes | | |
- ☐ Public Merchandise Warehouses
☐ 1954 Census of Business—Puerto Rico

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. The cost of each report is 10 cents.

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

1954 Census of Business RETAIL TRADE

January 1956

Series: PR-1-28

NEVADA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

NEVADA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	2,717	1,947	330,067	313,695	2,401	1,654	199,923	186,697
Food stores.....	307	205	66,017	62,837	334	202	39,148	35,949
Eating, drinking places.....	795	585	39,872	36,760	723	505	26,801	24,578
General merchandise group.....	110	72	30,100	28,996	95	69	22,141	21,509
Apparel, accessories stores.....	200	160	20,613	19,757	152	103	11,023	9,981
Furniture, home furnishings, appliance dealers.....	119	87	14,440	13,652	94	78	8,676	8,495
Automotive group.....	156	142	57,907	57,335	155	126	36,104	34,707
Gasoline service stations.....	349	265	33,458	31,256	348	206	14,230	11,926
Lumber, bldg. matls., hardware, farm equipment dealers..	117	85	20,517	19,209	92	74	13,293	12,785
Drug stores, proprietary stores.....	95	87	17,029	16,885	84	78	10,008	9,907
Other retail stores.....	391	243	26,596	24,308	317	209	18,235	16,619
Nonstore retailers.....	78	16	3,516	2,700	7	4	264	241

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

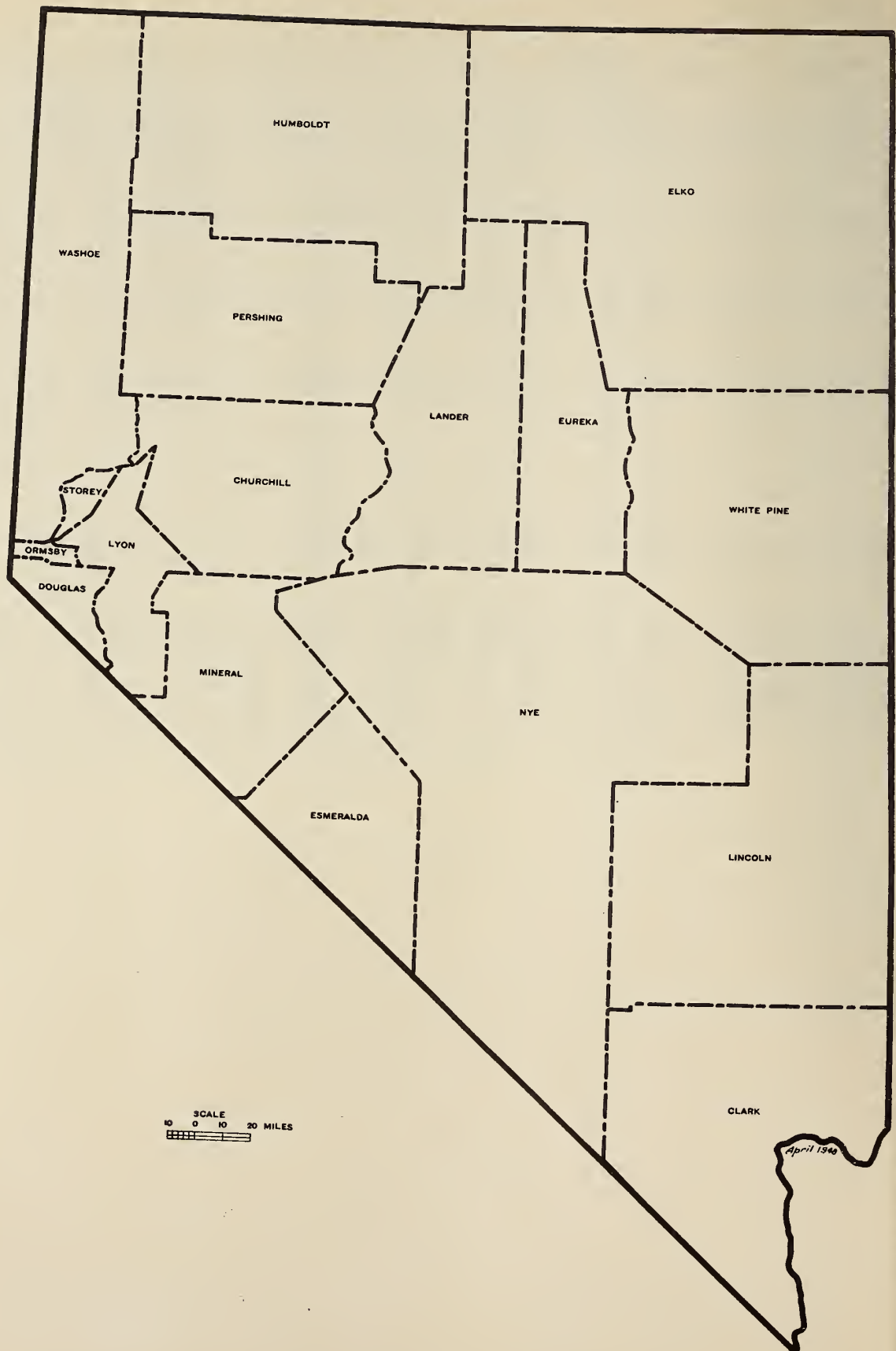
Line No.	County and city	Total								Kind-of-business group			
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Nevada, total.....	2,717	1,947	330,067	313,695	39,185	12,374	10,451	3,081	307	66,017	795	39,872
2	Churchill County.....	86	64	10,208	9,600	1,129	356	265	103	11	1,931	24	993
3	Clark County.....	842	630	129,724	125,446	15,320	4,736	4,108	932	82	29,537	223	12,909
4	Las Vegas.....	558	440	107,016	104,704	12,733	3,747	3,289	604	52	24,129	121	7,950
5	North Las Vegas.....	59	37	6,214	5,658	773	276	225	64	5	1,573	30	1,593
6	Remainder of County.....	225	153	16,494	15,084	1,814	713	594	264	25	3,835	72	3,366
7	Douglas County.....	52	34	3,343	3,057	406	122	108	61	5	316	17	835
8	Elko County.....	217	147	20,325	18,761	2,077	655	542	247	23	4,082	70	2,455
9	Elko.....	127	91	14,811	13,991	1,449	433	365	144	14	2,841	33	1,063
10	Remainder of County.....	90	56	5,514	4,770	628	222	177	103	9	1,241	37	1,392
11	Esmeralda County.....	15	1	172	(D)	(D)	(D)	(D)	(D)	8	66
12	Eureka County.....	22	8	614	480	28	14	11	24	2	(D)	11	149
13	Humboldt County.....	103	81	9,346	8,702	924	325	272	104	17	2,385	28	847
14	Winnemucca.....	80	68	8,054	7,680	820	280	235	80	10	1,752	21	690
15	Remainder of County.....	23	13	1,292	1,022	104	45	37	24	7	633	7	157
16	Lander County.....	42	22	2,151	1,639	143	64	45	53	2	(D)	12	309
17	Lincoln County.....	55	33	3,490	2,758	283	116	101	61	4	304	14	582
18	Lyon County.....	83	55	5,187	4,757	390	158	130	101	16	1,732	24	893
19	Mineral County.....	83	53	6,279	5,623	641	241	192	105	13	1,267	23	855
20	Nye County.....	57	33	3,761	3,285	337	128	108	89	8	931	21	514
21	Ormsby County.....	89	59	6,100	(D)	(D)	(D)	(D)	(D)	9	1,332	29	954
22	Carson City.....	83	55	6,007	5,611	653	211	177	90	9	1,332	26	910
23	Remainder of County.....	6	4	93	(D)	(D)	(D)	(D)	(D)	3	44
24	Perahing County.....	65	45	5,457	4,903	514	157	143	65	6	1,042	16	718
25	Storey County.....	31	15	743	497	62	24	17	42	5	139	19	511
26	Washoe County.....	754	586	109,182	105,368	14,723	4,547	3,789	849	88	17,718	222	14,609
27	Reno.....	589	479	99,811	97,037	13,536	4,127	3,447	655	61	15,046	161	12,322
28	Sparks.....	91	67	6,934	6,436	933	313	252	104	18	2,304	21	1,152
29	Remainder of County.....	74	40	2,437	1,895	254	107	90	90	9	368	40	1,135
30	White Pine County.....	121	81	13,985	13,127	1,545	518	441	132	16	2,992	34	1,673
31	Ely.....	84	56	11,434	10,800	1,253	407	349	101	12	2,688	17	1,251
32	Remainder of County.....	37	25	2,551	2,327	292	111	93	31	4	304	17	422

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, hldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
110	30,100	200	20,613	119	14,440	156	57,907	349	33,458	117	20,519	95	17,029	391	26,596	78	3,516	1	
5	(D)	5	(D)	3	(D)	9	1,920	10	651	6	836	2	(D)	11	491	2	
24	10,058	80	10,194	45	6,504	49	23,015	100	12,854	26	7,620	26	4,962	147	10,403	40	1,668	3	
14	9,691	59	9,112	42	6,165	38	20,876	54	8,128	19	6,957	20	3,893	113	8,635	26	1,480	4	
...	...	1	(D)	1	(D)	10	1,247	2	(D)	1	(D)	5	533	4	52	5	
10	367	20	(D)	3	339	10	(D)	36	3,479	5	(D)	5	(D)	29	1,235	10	136	6	
7	639	1	(D)	1	(D)	2	(D)	4	211	2	(D)	2	(D)	11	474	7	
7	736	16	890	4	551	12	3,374	39	4,373	17	2,051	6	698	20	(D)	3	(D)	8	
5	(D)	13	846	4	551	8	2,874	15	1,671	12	1,774	4	(D)	18	774	1	(D)	9	
2	(D)	3	44	4	500	24	2,702	5	277	2	(D)	2	(D)	2	(D)	10	
...	5	(D)	2	(D)	11	
1	(D)	4	177	1	(D)	1	(D)	2	(D)	12	
2	(D)	6	262	2	(D)	8	1,714	23	1,857	7	919	2	(D)	6	250	2	(D)	13	
2	(D)	6	262	2	(D)	8	1,714	14	1,355	7	919	2	(D)	6	250	2	(D)	14	
...	9	502	15	
9	510	3	303	11	552	3	126	2	(D)	16	
9	798	2	(D)	3	(D)	10	562	3	59	2	(D)	8	90	17	
1	(D)	6	282	1	(D)	5	728	10	476	7	383	2	(D)	11	409	18	
5	777	3	170	2	(D)	6	766	10	995	4	(D)	2	(D)	12	503	3	153	19	
1	(D)	3	105	4	1,253	6	545	2	(D)	2	(D)	8	100	2	(D)	20	
3	(D)	6	309	5	239	4	961	10	748	4	391	2	(D)	15	616	2	(D)	21	
3	(D)	6	309	5	239	4	961	8	(D)	4	391	2	(D)	15	616	1	(D)	22	
...	2	(D)	1	(D)	23	
3	(D)	1	(D)	4	804	18	813	6	795	1	(D)	10	628	24	
...	1	(D)	2	(D)	1	(D)	3	31	25	
22	10,941	66	7,809	45	5,973	42	20,246	75	7,681	27	5,594	37	8,448	104	8,931	26	1,232	26	
17	10,576	59	7,406	38	5,335	38	20,097	59	6,672	21	(D)	32	7,851	81	7,982	22	(D)	27	
1	(D)	5	(D)	5	(D)	3	(D)	11	796	1	(D)	4	(D)	18	788	4	(D)	28	
4	(D)	2	(D)	2	(D)	1	(D)	5	213	5	131	1	(D)	5	161	29	
11	1,577	7	258	8	433	5	1,622	12	885	5	1,224	4	555	19	(D)	...	(D)	30	
4	1,048	7	258	8	433	4	(D)	10	(D)	3	(D)	3	(D)	16	2,622	...	(D)	31	
7	529	1	(D)	2	(D)	2	(D)	1	(D)	3	(D)	32	

NEVADA



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Central Business District Bulletins <input type="checkbox"/> Census Volumes	Wholesale Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes	Selected Service Trades <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes
<input type="checkbox"/> Public Merchandise Warehouses <input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

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18271

1954 Census of Business

RETAIL TRADE

December 1955

Series: PR-1-29

NEW HAMPSHIRE

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A. -- RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
NEW HAMPSHIRE

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	7,429	5,061	600,767	559,053	7,478	4,934	461,511	424,918
Food stores.....	1,582	1,040	159,966	146,714	1,990	1,145	132,470	114,416
Eating, drinking places.....	1,064	862	32,200	30,120	1,221	865	29,399	27,157
General merchandise group.....	434	286	44,298	40,774	313	213	31,132	29,438
Apparel, accessories stores.....	590	470	36,120	34,382	583	429	32,924	30,959
Furniture, home furnishings, appliance dealers.....	456	310	23,929	22,137	496	293	23,401	22,108
Automotive group.....	444	348	106,273	103,875	375	321	61,315	59,629
Gasoline service stations.....	812	516	40,177	34,085	858	456	22,629	17,760
Lumber, bldg. mtl., hardware, farm equipment dealers..	345	245	36,178	34,734	301	243	35,655	34,953
Drug stores, proprietary stores.....	205	189	14,278	13,780	228	210	13,467	13,088
Other retail stores.....	1,167	715	97,859	91,703	1,090	737	76,112	72,420
Nonstore retailers.....	330	80	9,489	6,749	23	22	3,007	2,990

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		(\$1,000)	Total (Number)		Full workweek (Number)	Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)
1	New Hampshire, total.....	7,429	5,061	600,767	559,053	56,821	24,278	19,197	7,017	1,582	159,966	1,064	32,200
2	Belknap County.....	399	279	33,440	31,110	3,154	1,273	1,057	376	69	8,192	54	1,653
3	Laconia.....	227	169	23,130	22,206	2,329	930	772	195	39	5,666	32	1,098
4	Remainder of County.....	172	110	10,310	8,904	825	343	285	181	30	2,526	22	555
5	Carroll County.....	317	221	18,946	17,686	1,487	589	466	308	73	5,229	48	1,000
6	Cheshire County.....	497	325	37,318	34,410	3,568	1,570	1,230	467	88	10,389	58	1,829
7	Keene.....	249	183	24,753	23,735	2,680	1,137	915	207	36	6,378	23	1,188
8	Remainder of County.....	248	142	12,565	10,675	888	433	315	260	52	4,011	35	641
9	Coos County.....	513	369	36,931	34,457	3,107	1,401	1,075	513	116	10,729	78	1,629
10	Berlin.....	244	166	19,005	17,533	1,740	816	607	234	62	5,662	36	645
11	Remainder of County.....	269	203	17,926	16,924	1,367	585	468	279	54	5,067	42	984
12	Crafton County.....	708	506	52,715	48,767	4,856	2,093	1,754	670	128	13,388	105	2,879
13	Hillsborough County.....	1,973	1,345	183,121	171,447	18,902	7,959	6,152	1,762	437	49,771	272	9,225
14	Manchester.....	1,064	738	105,290	99,092	11,746	4,957	3,794	967	252	26,457	148	5,261
15	Nashua.....	460	326	46,111	43,889	4,747	2,056	1,641	391	82	12,326	68	2,562
16	Remainder of County.....	449	281	31,720	28,466	2,409	946	717	404	103	10,988	56	1,402
17	Merrimack County.....	817	547	66,670	61,814	6,010	2,514	1,980	778	153	15,456	105	3,295
18	Concord.....	393	275	41,986	39,708	4,199	1,665	1,329	356	77	8,938	43	1,873
19	Franklin.....	103	83	8,613	8,233	755	305	238	86	20	2,606	10	188
20	Remainder of County.....	321	189	16,071	13,873	1,056	544	413	336	56	3,912	52	1,224
21	Rockingham County.....	1,151	741	87,146	80,758	7,761	3,449	2,759	1,133	277	22,790	214	6,812
22	Portsmouth.....	314	240	34,422	32,954	3,680	1,526	1,227	275	67	8,520	54	2,315
23	Remainder of County.....	837	501	52,724	47,804	4,081	1,923	1,532	858	210	14,270	160	4,497
24	Strafford County.....	693	479	56,571	52,775	5,152	2,282	1,765	671	175	16,689	89	2,907
25	Dover.....	248	176	27,176	25,686	2,679	1,110	860	207	66	7,102	33	1,149
26	Rochester.....	200	150	17,545	16,631	1,512	662	532	213	47	4,831	26	886
27	Somersworth.....	108	72	5,783	5,079	389	186	154	113	26	2,382	13	334
28	Remainder of County.....	137	81	6,067	5,379	572	324	219	138	36	2,374	17	538
29	Sullivan County.....	361	249	27,909	25,829	2,824	1,148	959	339	66	7,333	41	981
30	Claremont.....	202	146	18,613	17,345	1,980	786	665	183	33	4,477	14	466
31	Remainder of County.....	159	103	9,296	8,484	844	362	294	156	33	2,856	27	515

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, hldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
434	44,298	590	36,120	456	23,929	444	106,273	812	40,177	345	36,178	205	14,278	1,167	97,859	330	9,489	1
33	2,437	21	1,517	38	1,727	29	6,742	46	2,559	23	2,340	16	829	59	5,194	11	250	2
10	1,444	17	1,260	25	1,516	19	5,237	17	1,098	10	1,164	8	510	39	3,887	11	250	3
23	993	4	257	13	211	10	1,505	29	1,461	13	1,176	8	319	20	1,307	4
19	897	18	851	19	584	18	3,933	49	2,505	13	1,078	7	448	38	2,152	15	269	5
27	2,822	46	2,036	40	1,424	38	6,589	48	2,632	26	2,379	12	1,054	81	5,813	33	351	6
7	1,264	34	1,814	19	1,052	27	5,223	16	1,562	14	1,533	6	665	48	3,907	19	167	7
20	1,558	12	222	21	372	11	1,366	32	1,070	12	846	6	389	33	1,906	14	184	8
25	2,106	46	2,289	25	1,530	27	7,044	73	3,062	24	2,155	14	775	68	5,118	17	494	9
9	1,122	27	1,720	15	1,200	16	3,312	19	964	11	1,321	6	324	31	2,369	12	366	10
16	984	19	569	10	330	11	3,732	54	2,098	13	834	8	451	37	2,749	5	128	11
49	3,475	42	2,412	47	2,021	46	11,034	81	3,495	42	3,510	25	1,772	130	8,644	13	85	12
115	15,934	184	14,134	112	8,454	105	28,448	196	11,367	71	10,036	50	3,624	330	28,612	101	3,516	13
39	9,639	119	10,400	56	5,246	55	17,480	98	6,312	33	4,869	25	2,032	174	14,753	65	2,841	14
49	4,673	49	3,289	37	2,387	21	6,685	37	2,497	19	3,523	14	840	67	7,175	17	154	15
27	1,622	16	445	19	821	29	4,283	61	2,558	19	1,644	11	752	89	6,684	19	521	16
51	6,069	65	3,097	56	1,902	52	12,265	101	3,914	32	2,511	32	2,187	130	14,907	40	1,077	17
22	4,369	37	2,191	18	1,101	27	7,839	44	1,766	15	1,781	18	1,457	65	10,122	27	549	18
2	(D)	11	638	12	379	14	2,076	9	456	1	(D)	6	317	15	1,454	3	84	19
27	(D)	17	268	26	422	11	2,350	48	1,692	16	(D)	8	413	50	3,331	10	444	20
58	4,188	73	3,941	58	2,443	66	16,564	110	5,914	53	6,015	23	1,643	170	15,031	49	1,805	21
10	1,990	38	2,736	22	1,539	20	7,178	30	2,247	13	2,290	7	648	38	3,574	15	1,385	22
48	2,198	35	1,205	36	904	46	9,386	80	3,667	40	3,725	16	995	132	11,457	34	420	23
35	3,777	64	3,913	37	2,567	39	8,685	64	3,110	42	4,820	16	1,284	109	8,364	23	455	24
8	1,696	27	2,185	17	1,780	20	4,681	16	822	11	2,730	4	509	32	4,228	14	294	25
10	1,645	19	1,083	11	490	15	3,433	17	1,102	14	1,212	5	442	30	2,335	6	86	26
6	194	10	410	6	(D)	1	(D)	12	417	6	84	4	163	21	1,002	3	75	27
11	242	8	235	3	(D)	3	(D)	19	769	11	794	3	170	26	799	28
22	2,593	31	1,930	24	1,277	24	4,969	44	1,619	19	1,334	10	662	52	4,024	28	1,187	29
8	1,677	23	1,567	18	1,056	17	3,705	18	901	14	945	6	277	30	2,511	21	1,031	30
14	916	8	363	6	221	7	1,264	26	718	5	389	4	385	22	1,513	7	156	31

NEW HAMPSHIRE (10 COUNTIES)

LEGEND

● PLACES OF 25,000 TO 100,000 (1950)

★ PLACES OF 100,000 AND OVER (1950)-NONE

 STANDARD METROPOLITAN AREA

STANDARD METROPOLITAN AREA

CODE

087 MANCHESTER



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade	Wholesale Trade	Selected Service Trades
<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins	<input type="checkbox"/> Census Volumes	<input type="checkbox"/> Census Volumes
<input type="checkbox"/> Census Volumes		
<input type="checkbox"/> Public Merchandise Warehouses		
<input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

1954 Census of Business RETAIL TRADE

December 1955

Series: PR-1-30

NEW JERSEY

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
NEW JERSEY

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	64,892	40,582	6,137,010	5,608,678	68,635	40,529	4,386,059	3,916,636
Food stores.....	15,266	7,292	1,566,347	1,354,969	20,470	8,772	1,159,121	940,811
Eating, drinking places.....	13,455	10,505	590,873	541,111	14,749	10,369	464,972	410,108
General merchandise group.....	2,127	1,169	446,460	429,064	1,886	1,042	357,723	346,480
Apparel, accessories stores.....	5,632	4,244	481,389	457,289	5,844	3,894	390,299	361,625
Furniture, home furnishings, appliance dealers.....	3,223	2,331	342,465	326,723	3,213	2,210	263,466	244,490
Automotive group.....	2,370	1,896	975,369	962,287	2,295	1,915	590,839	579,009
Gasoline service stations.....	5,403	3,561	323,278	273,276	6,378	3,525	195,914	149,348
Lumber, bldg. matls., hardware, farm equipment dealers..	2,741	1,943	392,214	375,568	2,591	1,801	280,808	267,441
Drug stores, proprietary stores.....	1,760	1,568	152,097	147,851	1,739	1,464	115,864	110,105
Other retail stores.....	9,463	5,225	661,338	579,764	9,262	5,353	534,823	475,289
Nonstore retailers.....	3,452	848	205,180	160,776	208	184	32,230	31,930

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	New Jersey, total.....	64,892	40,582	6,137,010	5,608,678	638,602	227,584	184,182	64,294	15,266	1,566,347	13,455	590,673
2	Atlantic County.....	2,765	1,927	219,485	203,335	26,730	9,629	8,554	2,850	518	48,965	795	40,894
3	Atlantic City.....	1,613	1,187	136,111	127,819	18,870	6,798	6,176	1,603	298	25,260	494	28,960
4	Buena.....	39	27	3,675	3,457	230	90	72	46	11	1,067	11	268
5	Egg Harbor City.....	108	62	7,392	6,550	551	205	180	121	28	2,114	16	488
6	Hammononton.....	162	112	14,048	12,966	1,148	482	421	186	26	3,439	23	921
7	Margate City.....	69	53	4,362	4,100	546	197	168	62	14	2,002	29	1,269
8	Northfield.....	25	11	1,514	1,150	83	34	27	28	10	946	4	131
9	Pleasantville.....	192	132	18,425	17,171	1,759	592	510	228	38	5,033	31	906
10	Remainder of County ¹	557	343	33,958	30,122	3,543	1,231	1,000	576	93	9,104	187	7,951
11	Bergen County.....	6,412	3,958	704,304	648,134	69,330	23,636	19,069	6,228	1,403	196,969	1,080	51,707
12	Bergenfield.....	194	142	26,548	25,196	2,475	905	716	177	28	5,967	22	1,211
13	Bogota.....	64	30	3,722	3,086	306	96	70	65	20	1,190	10	258
14	Carlstadt.....	83	31	3,609	2,475	274	107	89	87	23	1,851	20	650
15	Cliffside Park.....	184	12	12,771	11,163	1,091	386	318	184	56	5,071	31	788
16	Closter.....	53	35	4,226	3,940	394	162	124	47	5	1,466	9	531
17	Cresskill.....	23	17	1,601	1,241	162	60	55	24	5	176	7	272
18	Dumont.....	77	57	9,057	8,571	737	273	207	79	24	5,176	14	478
19	East Paterson.....	126	78	15,985	15,107	1,486	536	365	129	20	6,830	23	897
20	East Rutherford.....	101	59	6,129	5,443	716	255	221	96	23	1,184	23	1,037
21	Englewood.....	340	244	44,007	42,063	4,186	1,308	1,138	308	66	10,550	36	1,753
22	Fair Lawn.....	253	147	56,914	54,332	3,051	1,050	843	248	44	13,103	38	1,493
23	Fairview.....	134	54	4,750	3,162	357	153	122	159	32	1,304	25	884
24	Fort Lee.....	168	118	21,395	20,065	1,979	884	658	158	25	5,377	48	2,390
25	Garfield.....	350	128	18,037	13,241	1,458	436	372	390	127	5,354	64	1,609
26	Glen Rock.....	68	42	5,437	4,947	525	182	152	59	19	2,121	3	101
27	Hackensack.....	608	476	112,003	109,209	14,071	4,685	3,809	495	94	16,515	84	5,230
28	Hasbrouck Heights.....	75	49	7,467	6,683	584	222	185	78	15	2,567	12	618
29	Hillsdale.....	52	30	4,269	3,959	525	163	137	40	16	836	5	478
30	Leonia.....	50	32	4,255	3,899	376	126	96	49	14	1,868	1	101
31	Little Ferry.....	89	59	10,636	9,784	775	237	202	89	13	858	14	908
32	Lodi.....	247	103	15,217	11,707	1,051	390	305	266	64	5,613	41	1,508
33	Maywood.....	61	33	5,133	4,361	320	102	88	58	18	2,350	7	206
34	Midland Park.....	71	43	11,431	10,771	866	275	206	73	16	2,728	5	156
35	New Milford.....	49	35	5,516	5,052	440	195	116	52	10	3,217	7	280
36	North Arlington.....	121	79	10,701	9,741	1,017	369	259	144	34	5,432	27	1,190
37	Oradell.....	41	23	6,343	5,935	590	169	136	34	12	1,877	3	323
38	Palisades Park.....	155	99	14,119	12,877	1,333	480	335	144	26	3,417	32	1,116
39	Paramus.....	166	108	19,595	18,127	2,739	1,063	854	157	14	1,924	50	5,576
40	Park Ridge.....	38	28	3,795	3,487	354	138	103	32	5	737	9	271
41	Ramsey.....	83	55	7,456	6,702	726	302	235	75	10	2,032	16	1,195
42	Ridgefield.....	88	50	6,978	6,072	617	210	181	90	16	1,746	22	736
43	Ridgefield Park.....	92	34	6,079	4,989	477	161	125	87	25	2,833	14	408
44	River Edge.....	277	211	44,099	42,559	4,583	1,388	1,177	239	48	12,540	21	943
45	Rutherford.....	65	45	12,348	11,762	1,832	432	373	67	21	4,942	4	311
46	Rutherford Park.....	197	137	23,475	22,147	2,395	828	693	173	41	6,962	13	482
47	Tenafly.....	75	65	12,032	11,870	1,189	442	329	77	13	5,418	15	899
48	Waldwick.....	58	32	4,410	3,772	327	133	100	57	15	2,125	7	358
49	Wallington.....	119	37	4,953	3,263	223	87	66	140	41	1,333	37	1,060
50	Westwood.....	139	107	19,109	18,571	2,142	665	559	107	22	6,278	15	661
51	Wood-Ridge.....	54	40	5,344	4,900	669	241	192	55	16	2,634	11	1,125
52	Remainder of County ²	1,124	654	93,353	81,623	9,912	3,340	2,758	1,140	273	31,347	235	11,207
53	Burlington County.....	1,534	956	133,779	121,281	12,071	4,855	3,852	1,584	325	33,648	322	13,052
54	Beverly.....	59	31	2,692	2,164	181	88	68	66	17	709	10	304
55	Bordentown.....	92	68	8,524	8,024	736	280	215	92	21	2,345	27	1,112
56	Burlington.....	219	137	21,071	19,231	1,762	711	614	227	50	5,355	36	1,335
57	Palmyra.....	87	57	9,352	8,676	777	328	269	93	23	2,322	12	625
58	Riverton.....	30	18	3,398	3,228	289	133	102	28	10	1,049	2	101
59	Remainder of County.....	1,047	645	88,742	79,958	8,326	3,315	2,584	1,078	204	21,868	235	10,022
60	Camden County.....	3,679	2,191	348,388	318,348	36,056	13,366	10,662	3,723	928	89,401	691	35,781
61	Barrington.....	28	20	2,143	2,077	242	85	63	25	7	441	7	108
62	Bellmawr.....	21	21	1,530	1,530	120	52	33	21	6	561	5	181
63	Camden.....	1,684	998	168,642	154,010	18,676	6,470	5,350	1,701	463	37,005	344	14,931
64	Clementon.....	79	39	5,643	4,429	458	199	163	80	18	2,484	17	696
65	Collingswood.....	190	114	20,848	19,590	2,215	787	623	189	42	8,582	14	537
66	Gloucester City.....	156	92	9,671	8,717	833	382	255	157	42	4,497	45	1,397
67	Haddonfield.....	183	113	19,643	18,101	2,078	925	635	180	27	7,205	15	1,022
68	Haddon Heights.....	64	38	9,071	8,761	844	277	220	62	10	4,052	4	230
69	Lindenwald.....	25	15	1,509	1,263	142	76	64	26	9	400	8	502
70	Merchantville.....	116	88	22,179	21,683	2,148	713	619	108	20	4,492	22	2,649
71	Mount Ephraim.....	65	29	4,288	3,584	394	154	122	70	12	1,365	11	880
72	Oaklyn.....	77	49	8,871	8,281	878	312	236	75	18	1,767	9	1,395
73	Runnemede.....	59	31	4,729	4,227	414	174	127	64	20	1,657	6	125
74	Wood-Lynne.....	32	10	904	562	43	21	15	33	15	457	2	101
75	Remainder of County ³	900	534	68,717	61,583	6,584	2,739	2,137	932	219	14,436	182	12,022
76	Cape May County.....	1,286	882	78,006	70,918	7,635	2,954	2,556	1,352	246	21,656	381	13,395
77	Cape May.....	143	93	7,958	6,994	771	400	344	141	24	2,562	36	1,179
78	Ocean City.....	284	210	18,413	17,313	1,968	752	655	296	54	5,483	67	2,416
79	Wildwood.....	401	303	27,791	25,983	2,927	920	823	430	77	8,011	137	5,207
80	Remainder of County ⁴	458	276	23,844	20,028	1,969	882	734	485	91	5,600	141	4,593
81	Cumberland County.....	1,299	805	134,308	123,804	11,881	4,513	3,666	1,329	292	30,055	177	6,938
82	Bridgeport.....	357	239	39,680	37,622	4,142	1,544	1,285	332	93	9,095	38	1,517
83	Millville.....	259	161	21,913	19,467	1,815	732	567	253	61	5,955	38	1,395
84	Vineland.....	513	293	62,490	57,556	5,183	1,898	1,559	552	88	11,639	66	2,852
85	Remainder of County.....	170	112	10,225	9,159	741	339	255	192	50	3,366	35	1,174

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹Data for Remainder of County include those for Ventnor City. ²Data for Remainder of County include those for Edgewater. ³Data for Remainder of County include those for Audubon and Pine Hill. ⁴Data for Remainder of County include those for North Wildwood.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
2,127	446,460	5,632	481,389	3,223	342,465	2,370	975,369	5,403	323,278	2,741	392,214	1,760	152,097	9,463	661,338	3,452	205,180	1	
74	12,733	251	18,430	113	9,179	82	24,206	205	10,014	84	10,172	75	7,211	477	30,724	91	6,957	2	
42	9,921	181	15,665	72	6,716	30	12,526	59	3,668	39	6,036	46	4,964	309	17,601	43	4,794	3	
...	...	1	(D)	2	(D)	3	(D)	3	161	1	(D)	6	1,050	1	(D)	4	
2	(D)	9	251	7	259	7	993	13	501	5	387	2	(D)	17	1,974	2	(D)	5	
6	610	22	1,027	4	498	14	3,043	20	1,137	12	1,459	1	(D)	28	(D)	6	200	6	
1	(D)	3	64	2	(D)	6	385	1	(D)	2	(D)	4	252	7	78	7	
...	1	(D)	5	242	1	(D)	2	(D)	2	(D)	8	
7	648	16	900	11	727	13	4,054	22	995	8	...	8	661	30	2,280	8	(D)	9	
16	1,340	19	(D)	14	427	18	3,590	77	(D)	16	1,270	14	977	81	5,949	22	335	10	
188	34,994	539	46,986	335	34,138	257	111,807	634	45,293	336	47,494	184	17,858	984	64,661	472	52,397	11	
7	696	29	2,321	15	991	10	5,303	10	782	13	2,762	8	741	33	2,066	19	3,708	12	
...	...	2	(D)	2	(D)	1	(D)	6	312	2	(D)	4	151	10	309	7	189	13	
5	85	4	(D)	4	190	6	(D)	16	349	5	88	14	
4	369	16	715	11	531	4	2,484	10	598	6	(D)	9	436	32	(D)	11	339	15	
1	(D)	6	231	6	174	1	(D)	3	(D)	1	(D)	2	(D)	15	1,084	4	50	16	
...	4	528	2	(D)	1	(D)	3	498	1	(D)	17	
2	(D)	10	478	1	(D)	1	(D)	5	383	5	547	4	389	7	666	4	178	18	
3	(D)	6	1,077	6	545	3	716	18	990	7	1,381	2	(D)	33	1,694	5	96	19	
2	(D)	3	98	4	(D)	5	529	12	346	7	1,386	2	(D)	15	994	5	73	20	
6	913	48	3,216	21	1,989	16	13,262	33	3,471	17	1,693	8	736	53	5,317	34	1,107	21	
10	858	19	944	9	773	4	(D)	19	1,595	14	4,446	13	1,206	42	1,939	41	(D)	22	
6	86	6	156	4	(D)	2	(D)	8	349	7	418	3	172	24	889	17	333	23	
6	2,422	9	302	5	649	5	3,041	29	5,287	6	232	5	451	25	1,123	5	121	24	
9	152	7	93	17	359	14	4,553	20	818	20	1,684	10	494	40	2,164	22	757	25	
...	...	8	313	2	(D)	2	(D)	12	799	3	(D)	1	(D)	12	510	6	80	26	
21	21,759	131	22,336	48	6,994	26	22,146	43	2,416	25	3,685	15	1,620	101	8,535	20	767	27	
1	(D)	3	101	5	494	2	(D)	15	729	3	511	4	193	11	513	4	(D)	28	
2	(D)	1	(D)	6	62	2	(D)	4	186	2	(D)	1	(D)	10	1,001	3	(D)	29	
1	(D)	7	100	7	160	1	(D)	4	263	1	(D)	4	214	10	586	30	
2	(D)	4	(D)	25	5,343	11	896	7	558	1	(D)	8	1,243	4	114	31	
12	339	18	453	11	662	14	908	26	1,153	12	2,003	6	484	24	1,512	19	582	32	
1	(D)	3	84	3	(D)	2	(D)	3	134	3	(D)	2	(D)	13	780	6	128	33	
...	...	3	39	5	(D)	1	(D)	10	611	4	(D)	1	(D)	8	572	18	779	34	
1	(D)	6	301	3	30	1	(D)	6	368	3	155	3	(D)	5	562	4	98	35	
3	169	10	372	2	(D)	2	(D)	7	562	4	546	2	(D)	21	992	9	349	36	
3	119	2	(D)	2	(D)	3	(D)	3	205	2	(D)	2	(D)	7	152	2	(D)	37	
5	145	9	333	6	152	6	3,209	21	1,117	13	1,832	7	799	20	1,723	10	276	38	
1	(D)	6	517	23	2,389	7	(D)	26	1,561	11	1,606	1	(D)	13	1,788	14	426	39	
3	501	7	224	6	104	1	(D)	3	174	4	(D)	2	(D)	9	341	40	
1	(D)	2	(D)	6	782	10	672	5	784	2	(D)	13	1,727	11	269	42	
6	92	2	(D)	1	(D)	4	(D)	6	496	8	616	1	(D)	16	430	9	199	43	
15	1,460	42	3,430	18	1,843	17	14,821	21	1,430	10	1,240	8	1,555	61	4,381	16	456	44	
1	(D)	3	(D)	3	(D)	7	568	10	485	4	408	7	472	5	(D)	45	
3	(D)	29	2,349	12	804	11	7,202	26	1,502	4	536	5	577	42	(D)	11	227	46	
5	449	6	214	1	(D)	2	(D)	8	566	6	901	3	(D)	14	1,142	2	(D)	47	
...	...	3	92	7	330	4	(D)	2	(D)	11	241	9	165	48	
6	36	2	(D)	2	(D)	9	573	5	406	1	(D)	8	347	4	36	49	
7	730	22	1,259	9	1,018	12	4,518	9	511	5	389	4	440	26	(D)	8	(D)	50	
1	(D)	...	(D)	2	(D)	12	559	4	164	3	243	4	338	1	(D)	51	
25	916	49	3,234	49	4,115	35	7,232	131	10,256	63	5,530	26	2,509	145	9,246	93	7,761	52	
61	4,775	94	4,502	67	4,197	75	28,096	211	13,337	65	11,404	32	2,940	223	14,262	59	3,566	53	
1	(D)	1	(D)	1	(D)	2	(D)	10	337	3	(D)	3	154	9	357	2	(D)	54	
4	(D)	7	316	4	269	6	2,830	6	467	5	549	3	224	7	224	2	(D)	55	
4	802	21	1,184	17	1,219	12	6,498	26	1,210	6	717	5	451	34	2,086	8	214	56	
1	(D)	8	306	4	(D)	2	(D)	18	2,623	4	(D)	2	(D)	11	907	2	(D)	57	
2	(D)	1	(D)	3	(D)	6	166	2	(D)	1	(D)	3	19	58	
49	3,586	57	(D)	40	2,506	50	16,432	145	8,534	45	7,761	18	1,872	159	10,669	45	3,216	59	
123	23,540	346	18,404	165	19,918	113	64,981	318	23,657	161	21,926	107	8,142	529	33,683	198	8,955	60	
1	(D)	2	(D)	2	(D)	3	375	1	(D)	4	(D)	1	(D)	61	
...	...	1	(D)	5	186	1	(D)	2	(D)	62	
65	20,075	197	12,249	89	15,484	42	27,787	97	8,155	62	10,808	49	3,246	216	13,130	60	5,772	63	
1	(D)	9	286	2	(D)	12	536	2	(D)	2	(D)	13	746	3	31	64	
7	695	25	755	7	356	4	4,257	18	1,047	14	1,488	10	603	36	1,896	13	632	65	
4	(D)	6	83	4	344	9	954	11	726	5	(D)	3	131	20	1,073	7	53	66	
6	(D)	27	2,637	20	1,331	6	2,187	15	913	7	260	6	792	37	(D)	17	399	67	
2	(D)	13	313	4	44	1	(D)	2	(D)	3	134	3	325	11	358	11	116	68	
...	1	(D)	1	(D)	1	(D)	4	(D)	1	(D)	69	
4	(D)	7	343	2	(D)	8	(D)	12	752	8	766	3	387	27	2,077	3	(D)	70	
1	(D)	4	112	2	(D)	2	(D)	11	1,330	4	68	2	(D)	9	237	7	54	71	
...	...	10	269	3	(D)	4	4,474	6	424	6	328	3	180	11	584	7	136	72	
1	(D)	3	80	6	256	1	(D)	8	360	2	(D)	2	(D)	6	365	4	40	73	
2	(D)	2	(D)	2	(D)	5	254	4	14	74	
29	1,155	40	873	24	1,316	35	10,490	116											

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Essex County.....	10,833	6,767	1,174,703	1,086,577	138,494	47,573	38,797	10,515	2,806	271,876	2,153	114,055
2	Belleville.....	335	167	28,841	24,601	2,655	793	657	347	95	7,851	63	2,362
3	Bloomfield.....	504	328	46,197	41,781	4,647	1,693	1,268	479	145	14,723	73	3,703
4	Caldwell.....	121	93	15,389	14,645	1,553	573	377	113	18	5,835	26	1,267
5	East Orange.....	758	502	95,729	90,055	11,414	3,961	3,388	720	170	23,104	77	5,594
6	Glen Ridge.....	21	7	1,168	876	87	27	25	17	2	(0)
7	Irvington.....	784	460	74,306	68,380	7,536	2,471	1,928	753	215	21,395	112	4,867
8	Montclair.....	435	311	61,623	59,417	6,935	2,257	1,894	381	99	15,875	36	1,908
9	Newark.....	6,052	3,704	656,675	605,953	83,907	29,023	23,839	5,953	1,643	125,726	1,445	75,524
10	Nutley.....	226	132	20,629	18,389	1,773	562	432	250	56	8,224	45	1,504
11	Orange.....	500	318	46,109	42,065	4,946	1,651	1,359	469	123	12,761	92	4,707
12	South Orange.....	121	93	22,523	22,523	2,357	766	565	93	25	6,017	10	1,122
13	Verona.....	115	71	13,225	12,483	1,384	413	356	113	27	3,131	20	1,230
14	West Caldwell.....	19	11	1,281	1,199	95	38	27	20	5	333	2	(0)
15	West Orange.....	282	182	23,382	21,188	2,620	958	802	277	67	7,001	79	5,539
16	Remainder of County.....	560	388	67,092	63,022	6,585	2,387	1,880	530	116	(D)	73	(D)
17	Gloucester County.....	1,152	664	97,851	87,037	8,093	3,172	2,428	1,198	268	23,902	189	7,300
18	Clayton.....	48	18	3,162	2,346	178	73	54	46	12	492	4	(0)
19	Glassboro.....	94	54	8,759	8,049	704	291	224	96	16	2,723	11	485
20	Paulsboro.....	120	84	8,232	7,382	612	277	210	127	38	3,179	20	610
21	Pitman.....	98	62	9,766	9,116	790	299	233	97	16	2,426	4	(D)
22	Westville.....	59	43	4,380	4,120	390	178	120	68	10	1,667	16	560
23	Woodbury.....	163	137	27,019	26,185	2,490	889	731	158	33	5,691	16	788
24	Remainder of County.....	570	266	36,533	29,839	2,929	1,165	856	606	143	7,724	118	4,559
25	Hudson County.....	8,018	4,888	597,309	529,741	59,417	21,601	17,542	7,871	2,338	180,933	1,833	68,413
26	Bayonne.....	952	588	64,847	57,365	6,031	2,256	1,840	927	298	21,892	185	7,013
27	Guttenberg.....	105	55	4,689	3,639	416	160	133	112	26	1,522	34	824
28	Harrison.....	240	136	18,862	16,918	1,288	557	422	249	67	4,045	84	2,129
29	Hoboken.....	741	473	47,950	42,234	5,099	1,876	1,544	720	202	15,968	222	7,468
30	Jersey City.....	3,472	2,126	262,886	223,254	26,621	9,631	7,916	3,370	1,066	83,475	745	31,630
31	Kearny.....	321	197	29,185	26,357	2,757	865	682	329	90	8,611	65	2,527
32	Secaucus.....	96	46	5,554	4,578	483	205	136	99	12	938	36	1,340
33	Union City.....	987	621	74,822	66,716	8,146	3,124	2,509	960	256	18,354	244	8,166
34	West New York.....	567	339	45,375	40,755	4,819	1,653	1,285	558	152	15,156	92	2,808
35	Remainder of County.....	537	307	43,139	37,925	3,757	1,274	1,075	547	169	10,972	126	4,508
36	Hunterdon County.....	601	369	52,919	47,451	4,148	1,478	1,259	629	100	12,148	104	3,658
37	Flemington.....	114	76	15,703	15,143	1,615	514	474	108	11	3,799	12	575
38	Lambertville.....	85	55	6,086	5,448	502	208	165	86	12	2,289	14	489
39	Remainder of County.....	402	238	31,130	26,860	2,031	756	620	435	77	6,060	78	2,594
40	Mercer County.....	3,166	1,970	335,611	309,579	37,072	13,472	10,784	3,210	782	74,084	646	28,345
41	Hightstown.....	85	57	15,335	14,827	1,149	393	313	89	10	2,128	19	781
42	Princeton.....	210	168	25,869	24,827	3,256	1,318	957	175	32	5,808	39	2,393
43	Trenton.....	2,507	1,489	244,175	221,957	28,171	10,011	8,189	2,567	669	56,280	518	21,348
44	Remainder of County.....	364	256	50,232	47,968	4,496	1,750	1,325	379	71	9,868	70	3,823
45	Middlesex County.....	3,563	2,227	330,246	300,072	32,971	11,938	9,266	3,395	824	84,398	794	34,630
46	Cartersville.....	151	91	10,207	8,829	704	270	209	167	44	4,152	31	1,087
47	Dunellen.....	92	62	8,915	8,221	652	242	188	102	29	4,163	21	689
48	Highland Park.....	119	77	15,960	14,442	1,264	401	311	116	33	5,346	13	581
49	Metuchen.....	134	92	21,380	20,332	2,070	690	544	114	23	7,192	26	1,536
50	Middlesex.....	46	26	3,397	2,833	290	105	77	47	10	1,681	9	434
51	Milltown.....	48	24	3,378	2,604	304	143	74	48	17	940	10	553
52	New Brunswick.....	750	508	84,360	79,370	9,646	3,604	2,873	668	159	15,359	160	7,229
53	Perth Amboy.....	731	465	68,113	62,601	7,749	2,691	2,163	672	161	14,294	143	5,093
54	Sayreville.....	102	44	5,607	4,149	443	128	108	97	21	2,009	41	1,022
55	South Amboy.....	129	77	8,776	7,618	748	275	219	117	30	3,142	35	900
56	South Plainfield.....	75	43	4,705	3,949	383	153	120	83	16	651	18	1,232
57	South River.....	203	107	17,815	15,797	1,349	419	356	197	65	5,316	44	1,144
58	Remainder of County.....	983	611	77,633	69,327	7,369	2,817	2,024	967	216	20,353	243	12,730
59	Monmouth County.....	3,743	2,491	331,239	305,097	34,483	12,172	10,228	3,722	711	82,430	887	38,803
60	Ambury Park.....	547	407	66,170	63,366	8,403	2,806	2,381	496	85	9,671	153	6,511
61	Atlantic Highlands.....	56	48	4,452	4,314	456	158	144	44	12	1,679	15	584
62	Belmar.....	140	124	16,009	15,543	1,499	529	438	167	25	6,123	47	2,141
63	Eatonville.....	75	49	5,363	4,851	638	266	230	82	10	746	16	1,111
64	Fair Haven.....	28	22	3,163	3,137	296	114	85	28	9	2,149	4	72
65	Freehold.....	212	132	20,531	18,553	1,806	661	556	214	42	5,655	30	1,137
66	Highlands.....	61	35	2,528	2,048	203	79	66	69	16	1,008	22	766
67	Keansburg.....	132	76	9,020	7,668	653	230	162	137	28	5,766	39	915
68	Keyport.....	142	94	11,334	10,492	1,282	534	417	141	30	2,656	31	1,619
69	Little Silver.....	24	18	3,205	3,121	258	81	71	25	6	769	1	(0)
70	Long Branch.....	392	248	31,825	28,801	2,977	1,045	878	393	74	8,872	82	2,913
71	Mansquan.....	72	46	7,894	7,306	733	237	208	102	19	2,218	15	615
72	Matawan.....	84	46	5,246	4,310	440	169	139	80	20	2,168	28	528
73	Oceanport (Fort Monmouth).....	21	17	2,271	2,037	331	37	32	27	1	(0)	11	1,747
74	Red Bank.....	370	262	49,447	47,439	5,082	1,707	1,451	348	56	11,237	53	2,411
75	Rumson.....	39	25	1,708	1,526	171	75	60	40	7	(D)	14	445
76	Union Beach.....	36	12	1,112	542	42	21	14	45	8	476	14	306
77	West Long Branch.....	30	20	2,729	2,521	372	103	85	30	7	475	3	(0)
78	Remainder of County.....	1,260	786	87,232	77,522	8,841	3,321	2,811	1,254	256	20,018	312	14,573

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Data for Remainder of County include those for Bradley Beach and Neptune City.

Payroll, and Personnel

Kind-of-business group — Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
301	142,245	989	127,379	567	70,626	312	185,619	690	43,173	365	41,476	352	29,329	1,601	113,159	697	35,766	1	
7	560	18	882	12	892	15	8,302	28	1,509	13	1,570	9	776	52	1,830	23	2,307	2	
16	2,299	38	4,566	26	2,848	24	7,608	47	2,330	16	1,011	23	1,740	72	4,857	24	512	3	
4	389	10	1,440	7	958	5	1,794	11	681	9	(D)	8	662	21	1,714	2	(D)	4	
18	8,289	112	13,666	47	5,937	32	19,171	73	3,855	26	2,566	29	2,151	143	9,603	31	1,793	5	
***	***	***	***	***	***	4	208	(D)	3	43	(D)	(D)	(D)	4	117	6	36	6	
15	2,193	81	6,325	41	3,229	35	20,164	49	2,760	25	2,822	26	2,367	102	6,062	83	2,122	7	
16	4,573	44	3,652	31	1,944	21	17,237	34	2,211	19	2,272	16	1,772	95	9,159	24	1,020	8	
178	114,495	559	87,954	302	44,828	115	76,704	279	18,770	156	16,073	175	14,333	830	60,375	370	21,893	9	
6	306	16	861	11	953	11	3,653	23	1,092	12	960	10	732	27	1,892	9	452	10	
12	1,887	42	4,087	28	3,100	13	5,876	34	2,283	21	1,343	17	1,537	71	5,900	47	2,628	11	
3	(D)	11	681	7	381	8	9,264	9	644	6	1,349	6	703	28	2,077	8	(D)	12	
1	(D)	6	365	11	761	3	2,605	14	946	10	2,257	3	(D)	13	1,126	7	383	13	
***	***	***	***	***	***	4	(D)	4	(D)	1	(D)	***	***	3	32	***	***	14	
8	251	9	189	9	464	7	4,522	23	1,483	11	1,327	8	594	41	1,321	20	691	15	
17	6,476	43	2,711	35	4,331	15	(D)	61	4,336	37	7,220	21	1,495	99	7,094	43	1,536	16	
40	2,659	86	3,989	63	4,593	63	23,694	146	6,371	68	8,410	28	2,571	153	13,581	48	781	17	
5	141	4	(D)	3	(D)	3	751	6	348	***	***	1	(D)	5	523	5	76	18	
3	195	8	455	5	481	6	(D)	15	891	4	691	2	(D)	16	2,200	8	72	19	
4	310	13	462	6	409	5	1,312	9	512	5	679	4	277	13	462	3	20	20	
4	(D)	16	864	7	258	7	3,564	9	354	7	549	5	409	18	(D)	5	74	21	
2	(D)	2	(D)	2	(D)	1	(D)	11	384	***	***	2	(D)	12	1,020	1	(D)	22	
8	1,095	25	1,438	11	1,766	14	11,446	15	947	11	1,138	7	945	21	(D)	2	(D)	23	
14	487	18	606	29	833	27	6,230	81	2,935	41	5,353	7	523	68	6,638	24	445	24	
252	28,315	806	59,704	374	40,157	180	75,705	353	26,163	215	22,772	250	16,130	1,064	62,498	353	16,519	25	
30	1,832	103	7,056	50	4,364	23	6,575	46	2,738	32	2,679	29	1,699	120	7,660	36	1,339	26	
***	***	10	274	7	331	***	(D)	3	192	4	(D)	2	(D)	13	441	6	263	27	
4	(D)	14	836	8	4,917	4	(D)	10	537	7	1,390	5	414	28	1,826	9	2,300	28	
24	3,203	67	4,093	31	2,121	9	4,545	21	1,392	14	1,697	20	1,043	107	5,557	24	863	29	
113	9,128	366	28,664	160	17,138	73	29,402	135	11,630	85	7,993	115	8,238	465	27,664	149	7,924	30	
13	490	21	1,127	8	676	14	7,321	30	2,107	12	2,538	8	836	43	2,133	17	819	31	
1	(D)	2	(D)	2	(D)	***	***	15	1,865	4	339	2	(D)	18	766	4	(D)	32	
37	11,007	119	8,091	50	4,750	17	10,262	34	1,694	25	1,765	31	1,777	135	7,765	39	1,191	33	
21	2,111	79	8,395	42	3,863	13	4,771	23	1,335	19	1,860	20	917	75	3,289	31	870	34	
9	333	25	(D)	16	(D)	27	12,387	36	2,673	13	(D)	18	928	60	5,397	38	(D)	35	
37	1,761	34	2,033	26	2,077	35	8,940	79	3,758	45	6,198	11	934	96	9,498	34	1,144	36	
8	241	14	1,425	9	1,390	8	3,370	9	459	9	815	3	290	26	3,089	5	250	37	
4	298	10	379	4	143	1	(D)	9	602	5	671	2	(D)	18	639	6	258	38	
25	1,222	10	229	13	544	26	(D)	61	2,697	31	5,482	6	(D)	52	5,770	23	636	39	
101	35,189	310	27,436	183	20,006	111	53,216	268	18,749	116	20,544	85	7,416	411	36,693	153	13,933	40	
7	112	10	322	5	143	7	1,283	7	1,142	4	534	2	(D)	13	8,682	1	(D)	41	
4	524	37	2,712	12	818	12	5,244	14	986	8	1,931	5	929	44	4,011	3	513	42	
75	32,421	250	24,074	148	16,908	72	29,923	191	12,759	79	12,071	74	5,916	305	19,796	126	12,679	43	
15	2,132	13	328	18	2,137	20	16,766	56	3,862	25	6,008	4	(D)	49	4,204	23	(D)	44	
126	18,516	299	26,445	154	18,228	114	58,279	377	21,105	141	21,800	82	7,840	496	29,978	156	9,027	45	
3	135	9	(D)	5	435	4	(D)	9	390	6	788	4	287	29	1,059	7	601	46	
2	(D)	6	265	1	(D)	4	1,250	10	343	5	726	3	226	11	1,063	***	***	47	
5	129	10	1,100	4	279	16	5,928	14	746	3	206	3	314	9	931	9	400	48	
1	(D)	6	775	7	411	7	6,867	18	984	7	1,247	3	466	24	(D)	12	218	49	
***	***	6	193	***	***	***	***	4	256	6	(D)	***	***	7	263	4	(D)	50	
4	134	***	***	1	(D)	***	***	6	337	3	116	1	(D)	6	(D)	***	***	51	
30	9,706	109	10,347	55	6,761	19	18,762	47	2,627	21	4,055	13	1,920	110	6,790	27	804	52	
43	6,629	106	10,224	40	5,247	27	11,488	49	2,019	12	2,493	19	1,470	101	7,008	30	2,148	53	
1	(D)	2	(D)	3	240	1	(D)	14	670	2	(D)	2	(D)	12	640	3	150	54	
1	(D)	6	401	2	(D)	3	666	14	573	9	1,695	3	272	19	729	7	188	55	
4	82	***	***	***	***	1	(D)	10	508	6	404	3	191	14	891	3	(D)	56	
7	384	9	701	11	641	6	4,568	15	552	4	578	4	413	26	1,853	12	1,665	57	
25	880	30	1,938	25	3,948	26	1,831	167	11,100	57	8,874	24	1,956	128	6,492	42	2,531	58	
147	29,265	264	19,264	188	15,212	153	46,995	349	17,181	179	23,909	93	8,219	604	39,507	168	10,454	59	
19	17,846	67	7,848	26	3,765	18	8,130	24	1,207	21	1,447	11	1,348	94	4,705	27	3,693	60	
3	89	2	(D)	2	(D)	2	(D)	5	324	5	643	2	(D)	6	130	2	(D)	61	
9	441	10	622	4	203	9	3,163	11	797	6	1,151	3	(D)	14	923	2	(D)	62	
3	168	2	(D)	6	(D)	8	794	13	895	4	86	***	***	8	575	3	252	63	
1	(D)	***	***	2	(D)	***	***	5	175	1	(D)	2	(D)	4	374	***	***	64	
9	1,034	18	1,016	18	1,635	17	4,435	22	826	15	1,660	6	560	29	2,453	6	120	65	
4	78	4	120	1	(D)	1	(D)	1	(D)	1	(D)	2	(D)	5	167	4	60	66	
8	170	3	(D)	2	(D)	3	(D)	9	369	9	374	2	(D)	23	562	6	140	67	
7	854	11	860	9	1,356	6	1,067	7	399	3	438	5	305	26	1,549	7	231	68	
***	***	4	99	***	***	***	***	2	(D)	3	(D)	1	(D)	7	829	***	***	69	
19	1,802																		

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Sales	Establishments	Sales
		(Number)	(Number)	(\$1,000)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)
1	Morris County.....	2,183	1,411	213,700	195,542	21,442	7,521	5,913	2,118	429	60,153	430	17,421
2	Boonton.....	150	92	13,904	12,550	1,243	473	352	148	29	4,688	23	814
3	Butler.....	85	45	5,779	4,809	470	172	131	90	17	1,214	20	590
4	Chatham.....	79	53	6,874	6,492	614	234	165	73	16	3,364	9	660
5	Dover.....	243	185	33,346	32,114	3,474	1,250	954	220	51	9,739	37	1,957
6	Lincoln Park.....	24	18	1,667	1,529	133	46	35	20	7	568	5	161
7	Madison.....	119	89	14,447	13,659	1,282	435	344	118	33	5,919	13	577
8	Morris Plains.....	44	36	6,880	6,542	871	262	203	39	8	2,794	9	818
9	Morristown.....	388	282	59,254	56,456	6,767	2,254	1,819	349	75	14,094	42	2,092
10	Mount Arlington.....	9	7	360	(D)	34	14	12	12	2	(D)	4	92
11	Rockaway.....	65	39	5,131	4,659	493	193	148	67	14	1,328	22	739
12	Wharton.....	60	22	2,268	1,268	138	54	39	65	17	574	17	408
13	Remainder of County.....	917	543	63,790	(D)	5,923	2,134	1,711	917	160	(D)	229	8,513
14	Ocean County.....	1,554	994	124,650	113,342	10,576	3,747	3,270	1,609	310	32,592	425	14,144
15	Point Pleasant.....	158	120	17,193	16,483	1,606	592	488	146	24	7,857	40	1,371
16	Remainder of County ⁶	1,396	874	107,457	96,859	8,970	3,155	2,782	1,463	286	24,735	385	12,773
17	Passaic County.....	5,142	2,982	467,651	419,685	47,681	17,117	13,515	5,176	1,291	118,445	1,082	40,492
18	Bloomingsdale.....	40	28	6,706	6,412	490	148	125	42	10	2,921	11	361
19	Clifton.....	748	392	76,101	67,567	7,226	2,523	2,034	777	197	21,456	144	7,991
20	Haledon.....	92	54	7,837	6,867	676	245	195	90	26	4,855	24	922
21	Hawthorne.....	157	81	13,615	12,409	1,067	359	300	166	37	3,342	25	1,009
22	North Haledon.....	34	8	1,193	613	27	11	7	37	8	377	8	119
23	Passaic.....	1,146	694	96,824	87,366	10,409	3,777	3,012	1,149	269	23,063	221	8,189
24	Paterson.....	2,226	1,326	206,286	186,550	22,947	8,317	6,566	2,185	604	43,148	459	15,113
25	Pompton Lakes.....	111	87	16,441	15,691	1,448	477	385	115	17	6,191	17	516
26	Totowa.....	62	38	5,855	5,403	408	146	107	63	12	2,454	16	434
27	West Paterson.....	21	13	1,267	1,175	88	36	28	26	7	272	6	84
28	Remainder of County ⁷	505	261	35,526	29,992	2,895	1,078	756	526	104	10,366	151	5,754
29	Salem County.....	614	392	53,008	48,402	4,372	1,790	1,481	625	131	12,435	95	3,473
30	Penns Grove.....	163	97	12,864	11,398	1,011	467	369	169	38	4,269	23	1,010
31	Salem.....	177	119	14,342	13,362	1,285	572	486	178	34	4,262	30	1,075
32	Remainder of County.....	274	176	25,802	23,642	2,076	751	626	278	59	3,904	42	1,388
33	Somerset County.....	1,118	714	101,830	92,714	10,234	3,666	2,930	1,103	234	26,735	214	10,695
34	Bernardsville.....	68	48	8,327	7,979	744	232	196	56	11	2,633	8	211
35	Bound Brook.....	200	120	16,847	15,117	1,741	610	488	198	43	4,613	42	2,097
36	Manville.....	93	49	6,341	5,391	497	216	145	96	26	2,810	27	978
37	North Plainfield.....	114	86	9,535	8,935	1,061	410	328	107	27	2,175	22	1,720
38	Raritan.....	70	34	4,030	3,122	248	89	74	68	17	1,080	10	211
39	Somerville.....	255	171	30,038	28,074	3,110	1,090	874	262	39	9,229	33	1,517
40	Remainder of County ⁸	318	206	26,712	24,096	2,833	1,019	825	316	71	4,195	72	3,961
41	Sussex County.....	623	375	44,650	39,364	3,657	1,327	1,069	593	108	11,103	169	4,135
42	Franklin.....	61	45	4,017	3,611	300	102	83	59	12	1,126	14	233
43	Newton.....	157	101	16,071	15,125	1,565	551	458	123	15	5,066	37	869
44	Remainder of County.....	405	229	24,562	20,628	1,792	674	528	411	81	4,911	118	3,033
45	Union County.....	4,849	3,155	536,138	497,380	57,228	20,058	15,820	4,684	1,067	141,584	812	38,498
46	Elizabeth.....	1,501	909	143,935	131,057	16,154	5,988	4,663	1,451	382	35,299	300	12,320
47	Fanwood.....	25	19	1,603	1,491	142	52	47	18	7	572	3	146
48	Garwood.....	43	33	3,069	2,537	314	109	93	49	10	1,075	16	492
49	Kenilworth.....	55	37	5,421	4,981	461	175	125	55	9	3,012	16	585
50	Linden.....	420	262	43,834	39,750	3,744	1,325	1,041	430	87	9,614	96	4,395
51	New Providence.....	21	13	2,072	1,992	156	64	50	25	3	(D)	3	96
52	Plainfield.....	630	446	97,450	93,768	11,891	3,923	3,083	559	136	23,612	67	2,864
53	Rahway.....	266	176	34,472	32,412	4,079	1,295	1,095	290	53	6,088	45	2,296
54	Roselle.....	157	101	15,259	14,155	1,324	574	392	151	57	8,372	17	553
55	Roselle Park.....	112	76	11,479	10,549	973	320	262	110	24	2,548	17	675
56	Summit.....	250	196	29,507	28,117	3,238	1,103	913	220	35	6,675	29	1,333
57	Westfield.....	239	183	35,133	34,279	3,680	1,203	945	217	46	11,048	27	1,248
58	Remainder of County.....	1,130	704	112,904	102,292	11,072	3,927	3,111	1,109	218	(D)	176	11,495
59	Warren County.....	758	464	57,235	50,875	5,031	1,999	1,521	780	155	12,835	176	5,044
60	Hackettstown.....	95	67	10,617	9,947	1,055	383	287	84	14	2,985	14	416
61	Phillipsburg.....	248	156	18,078	16,362	1,704	690	519	271	67	4,603	51	1,863
62	Washington.....	103	79	12,964	12,420	1,047	442	343	97	13	1,918	17	489
63	Remainder of County.....	312	162	15,576	12,146	1,225	484	372	328	61	3,329	94	2,276

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available.

XXX Not applicable (Z) Less than \$500.

Represents zero.

Data for Remainder of County include those for Point Pleasant Beach.

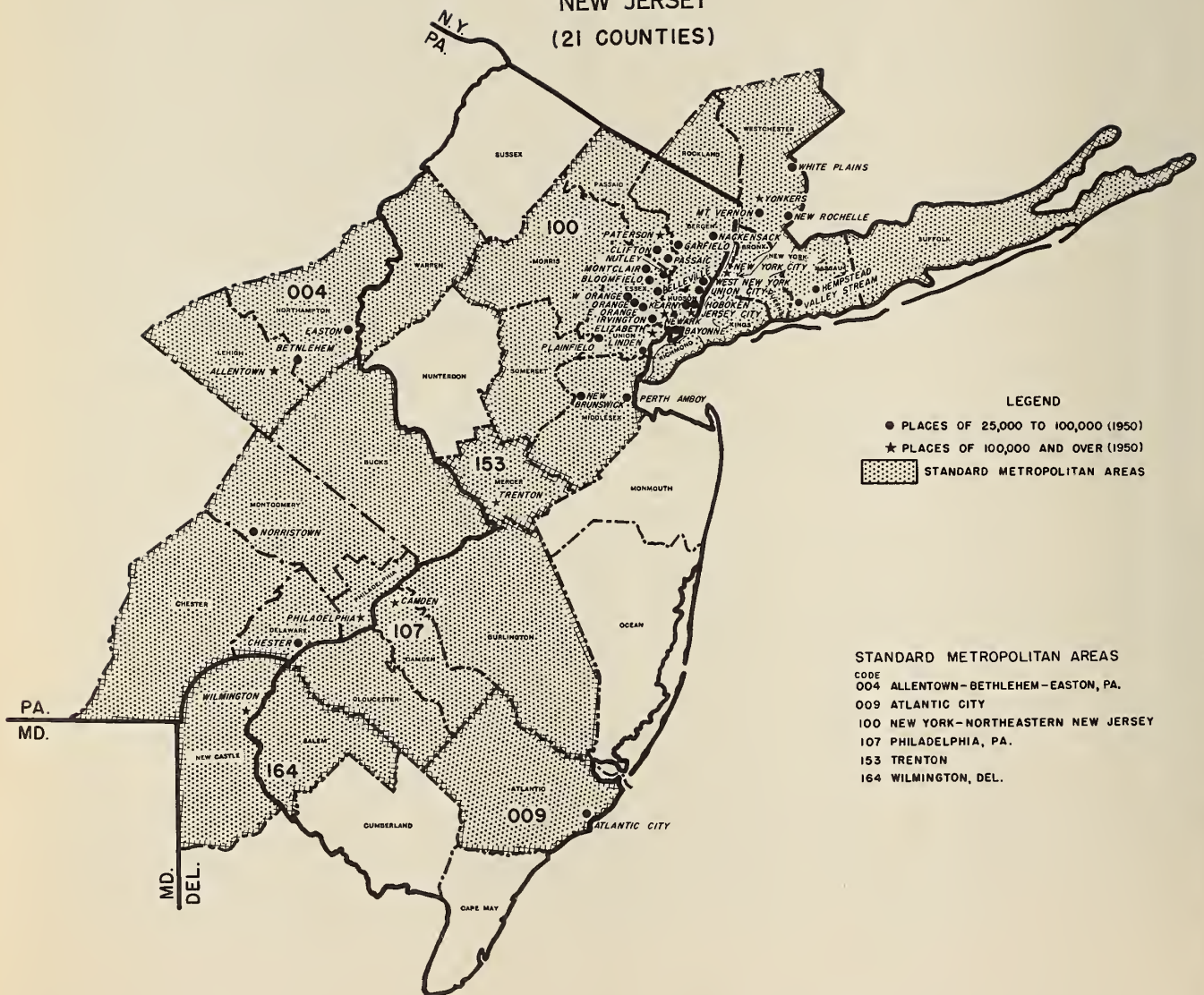
Data for Remainder of County include those for Prospect Park and Wanaque.

Data for Remainder of County include those for South Sound Brook.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establish-ments (Number)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	Establish-ments (No.)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	Establish-ments (No.)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	
84	14,822	162	12,143	125	10,267	98	34,679	252	13,636	141	18,575	55	5,314	321	22,946	86	3,744	1
4	498	16	472	6	314	9	2,682	14	1,046	12	470	6	401	28	2,458	3	61	2
2	(D)	4	350	5	381	2	(D)	12	359	9	562	4	436	7	1,064	3	40	3
1	(D)	8	202	10	196	2	(D)	7	470	9	700	2	(D)	11	281	4	248	4
8	1,743	36	3,554	12	1,094	19	8,904	16	953	12	1,593	5	724	33	2,733	14	352	5
...	1	(D)	2	(D)	2	(D)	1	(D)	5	219	1	(D)	6
4	258	13	737	5	544	7	2,914	13	1,082	4	734	4	456	18	1,162	5	64	7
3	(D)	1	(D)	3	(D)	10	460	3	(D)	2	(D)	2	(D)	3	(D)	8
20	9,884	56	5,282	38	4,731	18	10,278	26	1,828	22	4,050	14	1,361	67	5,263	10	391	9
...	(D)	1	(D)	2	(D)	10
...	...	3	106	2	(D)	2	(D)	8	440	5	(D)	1	(D)	8	728	...	(D)	11
7	223	1	(D)	2	(D)	8	333	1	(D)	2	(D)	3	(D)	2	(D)	12
35	1,634	25	(D)	46	2,914	33	7,003	135	6,571	62	8,557	14	1,297	139	8,807	39	1,263	13
71	3,662	73	4,304	59	5,103	69	16,539	145	6,336	74	11,684	33	3,035	252	25,770	43	1,481	14
10	559	9	666	10	1,174	13	1,873	12	615	7	(D)	2	(D)	31	1,174	...	(D)	15
61	3,103	64	3,638	49	3,929	56	14,666	133	5,721	67	(D)	31	(D)	221	24,596	43	(D)	16
158	37,206	517	50,438	253	30,978	165	74,738	358	18,347	206	31,142	126	11,101	667	40,814	319	13,950	17
1	(D)	2	(D)	3	(D)	4	192	3	641	1	(D)	3	266	2	(D)	18
15	2,147	39	2,914	17	1,481	20	13,590	68	3,922	44	11,866	19	1,544	116	6,932	69	2,258	19
2	(D)	4	200	2	(D)	...	(D)	14	640	4	177	1	(D)	6	361	9	505	20
1	(D)	13	(D)	6	346	8	5,126	18	882	13	699	3	301	20	1,348	13	353	21
...	3	(D)	1	(D)	5	(D)	9	211	22
48	7,683	199	19,936	87	9,355	27	11,892	50	2,475	32	2,655	29	2,230	145	8,500	39	846	23
73	26,386	237	25,929	116	17,806	79	32,199	131	6,420	69	8,681	58	5,558	296	17,427	104	7,619	24
4	588	16	996	8	706	9	3,907	5	258	11	1,267	3	444	17	1,426	4	142	25
...	...	2	(D)	3	84	3	1,034	9	390	3	(D)	1	(D)	7	367	6	261	26
...	2	(D)	2	(D)	1	(D)	3	(D)	27
14	229	7	270	12	958	14	4,362	54	3,004	26	4,311	11	904	51	3,803	61	1,565	28
26	1,796	45	2,174	35	3,553	45	9,650	60	3,356	47	4,182	14	1,130	98	10,590	18	669	29
7	425	18	827	11	1,600	11	1,633	16	606	8	637	2	(D)	25	1,457	4	(D)	30
8	928	19	983	13	1,179	11	2,083	14	578	13	807	5	(D)	28	2,017	2	(D)	31
11	443	8	364	11	774	23	5,934	30	2,172	26	2,738	7	590	45	7,116	12	379	32
34	2,505	77	5,400	64	4,538	75	19,477	123	5,971	57	10,468	19	2,531	178	12,134	43	1,376	33
4	(D)	6	178	2	(D)	6	2,246	8	450	5	1,109	2	(D)	15	912	1	(D)	34
7	314	19	854	8	1,050	15	4,479	14	683	7	669	5	545	33	1,390	7	153	35
3	65	5	193	2	(D)	5	(D)	8	205	6	205	1	(D)	8	404	2	(D)	36
4	83	3	(D)	13	782	10	2,170	15	770	3	163	1	(D)	11	642	5	376	37
3	162	4	92	1	(D)	4	(D)	8	190	3	546	2	(D)	14	1,134	4	101	38
10	1,505	34	2,764	27	1,961	15	5,782	29	1,449	12	1,576	4	958	47	3,035	5	262	39
3	(D)	6	(D)	11	346	20	3,361	41	2,224	21	6,200	4	386	50	4,617	19	418	40
37	2,123	32	1,478	28	2,021	25	7,136	78	2,866	38	5,359	11	777	72	6,886	25	766	41
4	173	7	248	4	159	5	952	6	186	2	(D)	2	(D)	4	198	1	(D)	42
6	887	15	832	12	991	11	4,508	18	609	6	596	5	290	23	1,281	9	142	43
27	1,063	10	398	12	871	9	1,676	54	2,071	30	(D)	4	(D)	45	5,407	15	(D)	44
155	34,452	476	38,820	274	37,291	244	87,623	415	27,581	215	49,061	135	14,154	725	47,780	331	19,294	45
49	12,936	146	15,263	71	10,344	63	22,767	90	6,955	44	7,718	47	4,343	218	12,217	91	3,773	46
...	1	(D)	3	(D)	6	199	2	(D)	1	(D)	2	(D)	...	(D)	47
...	(D)	2	(D)	2	(D)	3	246	2	(D)	7	387	1	(D)	48
...	...	2	(D)	1	(D)	1	(D)	5	381	5	327	1	(D)	9	617	5	174	49
13	816	33	1,701	18	1,696	32	11,097	33	3,607	22	6,513	12	884	44	2,587	30	924	50
...	...	1	(D)	4	261	1	(D)	5	376	4	30	51
25	14,369	97	8,730	51	5,427	32	18,403	43	2,378	22	7,142	16	1,913	104	8,125	37	4,487	52
7	1,038	24	1,620	17	7,706	17	7,074	30	1,448	19	3,062	6	773	44	(D)	4	(D)	53
10	785	9	585	5	705	6	427	13	819	6	461	7	718	24	1,601	3	233	54
4	(D)	4	212	8	853	11	3,945	7	326	9	1,365	2	(D)	18	933	8	273	55
10	1,902	45	3,091	21	1,660	14	5,003	20	1,557	12	3,834	7	1,198	46	3,084	11	170	56
7	858	30	2,582	17	1,611	15	8,135	22	1,348	11	2,768	7	1,073	45	3,616	12	846	57
30	(D)	85	4,885	63	6,991	48	10,584	140	(D)	59	15,254	27	2,820	159	10,918	125	7,798	58
15	1,857	35	1,206	34	2,668	45	11,951	81	5,672	42	6,042	13	1,207	119	7,663	43	1,090	59
2	(D)	11	374	6	719	10	2,606	7	422	6	1,377	2	(D)	18	936	5	124	60
2	(D)	8	282	11	653	10	3,638	28	3,031	9	1,282	4	(D)	35	1,533	23	622	61
4	830	11	420	6	760	9	3,979	12	576	7	1,414	3	332	16	2,122	5	124	62
7	367	5	130	11	536	16	1,728	34	1,643	20	1,969	4	306	50	3,072	10	220	63

NEW JERSEY (21 COUNTIES)



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)

STANDARD METROPOLITAN AREAS

STANDARD METROPOLITAN AREAS
CODE
004 ALLENTOWN-BETHLEHEM-EASTON, PA.
009 ATLANTIC CITY
100 NEW YORK-NORTHEASTERN NEW JERSEY
107 PHILADELPHIA, PA.
153 TRENTON
164 WILMINGTON, DEL.

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade	Wholesale Trade	Selected Service Trades
<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins	<input type="checkbox"/> Census Volumes	<input type="checkbox"/> Census Volumes
<input type="checkbox"/> Census Volumes		
<input type="checkbox"/> Public Merchandise Warehouses		
<input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
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PRELIMINARY REPORT

1954 Census of Business

RETAIL TRADE

November 1955

Series: PR-1-31

NEW MEXICO

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the “employer” universe, and those with no paid employment during 1954, i. e., the “non-employer” universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of “Employers”

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of “Non-Employers”

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “non-employer” segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

NEW MEXICO

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	8,481	5,319	733,093	673,729	7,840	4,799	475,512	437,432
Food stores.....	1,522	676	159,932	144,144	2,096	767	97,740	80,943
Eating, drinking places.....	1,634	1,168	58,060	52,264	1,522	1,041	38,011	34,010
General merchandise group.....	564	376	81,597	76,645	460	326	54,275	52,257
Apparel, accessories stores.....	438	376	35,702	34,586	367	298	28,164	27,287
Furniture, home furnishings, appliance dealers.....	368	272	31,587	29,989	301	241	23,490	22,642
Automotive group.....	501	389	145,345	140,399	432	377	83,531	81,798
Gasoline service stations.....	1,233	763	67,632	57,404	1,077	640	35,682	30,194
Lumber, bldg. matls., hardware, farm equipment dealers..	448	372	59,933	58,271	393	342	54,831	53,887
Drug stores, proprietary stores.....	264	236	27,648	26,910	214	189	17,180	16,713
Other retail stores.....	1,245	653	59,303	48,943	968	569	41,475	36,884
Nonstore retailers.....	264	38	6,354	4,174	10	9	833	817

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	New Mexico, total.....	8,481	5,319	733,093	673,729	73,446	29,636	25,066	8,951	1,522	159,932	1,634	58,060
2	Bernalillo County.....	1,902	1,292	218,119	207,103	24,725	9,204	7,680	2,067	355	45,408	353	16,118
3	Albuquerque.....	1,823	1,253	214,243	203,923	24,372	9,026	7,539	1,983	320	44,349	342	15,656
4	Remainder of County.....	79	39	3,876	3,180	353	178	141	84	35	1,059	11	462
5	Catron County.....	47	13	1,253	507	28	13	11	58	13	494	7	93
6	Chaves County.....	476	328	50,849	48,287	5,541	2,125	1,880	472	83	11,170	76	3,431
7	Roswell.....	411	287	48,123	46,125	5,326	2,122	1,788	405	65	10,248	66	3,120
8	Remainder of County.....	65	41	2,726	2,162	215	113	92	67	18	922	10	311
9	Colfax County.....	218	136	12,777	11,341	1,069	488	416	248	28	2,673	63	1,323
10	Raton.....	132	94	9,628	8,858	849	362	308	151	14	2,232	36	790
11	Remainder of County.....	86	42	3,149	2,483	220	126	108	97	14	441	27	533
12	Curry County.....	347	213	28,462	25,810	2,688	1,153	989	379	55	5,010	42	1,484
13	Clovis.....	288	184	26,591	24,457	2,573	1,101	944	311	42	4,651	34	1,385
14	Remainder of County.....	59	29	1,871	1,353	115	52	45	68	13	359	8	99
15	De Baca County.....	60	30	3,333	2,873	208	116	101	77	13	573	11	507
16	Dona Ana County.....	401	255	34,053	31,389	3,358	1,527	1,250	379	90	7,855	68	2,672
17	Laa Cruces.....	264	174	26,565	24,861	2,736	1,212	1,010	245	48	6,252	42	1,956
18	Remainder of County.....	137	81	7,488	6,528	622	315	240	134	42	1,603	26	716
19	Eddy County.....	547	359	49,701	45,815	4,903	2,002	1,709	553	109	13,049	75	2,806
20	Artesia.....	160	106	15,177	14,029	1,294	571	457	164	28	3,799	18	656
21	Carlsbad.....	316	208	31,790	29,486	3,351	1,317	1,150	326	62	8,542	44	1,765
22	Remainder of County.....	71	45	2,734	2,290	258	114	102	63	19	708	13	385
23	Grant County.....	231	155	15,836	14,638	1,393	607	489	225	40	3,877	50	1,160
24	Silver City.....	116	90	10,975	10,331	990	424	338	109	19	3,043	23	747
25	Remainder of County.....	115	65	4,861	4,307	403	183	151	116	21	834	27	413
26	Guadalupe County.....	111	77	6,198	5,412	622	317	282	109	10	634	26	1,121
27	Harding County.....	28	14	1,011	891	91	50	39	28	8	60	4	92
28	Hidalgo County.....	92	56	4,831	4,037	428	188	172	94	13	408	24	814
29	Lordsburg.....	83	53	4,604	3,940	422	187	171	86	13	408	23	(1)
30	Remainder of County.....	9	3	227	97	6	1	1	8	1	(0)
31	Lea County.....	490	392	59,685	57,533	5,863	2,187	1,859	506	69	13,105	99	5,194
32	Hobbs.....	222	202	37,816	37,358	3,926	1,404	1,192	237	29	7,942	41	2,056
33	Lovington.....	109	83	11,984	11,284	1,137	438	367	106	18	2,313	12	876
34	Remainder of County.....	159	107	9,885	8,891	800	345	300	163	22	2,850	46	2,262
35	Lincoln County.....	178	92	7,213	5,745	553	232	193	186	26	1,122	48	937
36	Los Alamos County.....	48	34	8,530	8,412	909	339	263	29	8	4,515	5	120
37	Luna County.....	148	100	12,554	11,740	1,222	540	457	146	24	2,971	26	824
38	Deming.....	140	92	11,847	11,033	1,130	510	427	140	24	2,971	25	(1)
39	Remainder of County.....	8	8	707	707	92	30	30	6	1	(0)
40	McKinley County.....	313	201	29,469	25,721	3,008	1,105	966	331	43	5,251	68	3,020
41	Gallup.....	251	161	25,498	22,652	2,840	1,016	884	260	34	4,859	60	2,831
42	Remainder of County.....	62	40	3,971	3,069	168	89	82	71	9	392	8	189
43	Mora County.....	53	25	2,412	2,070	187	85	78	54	12	440	12	102
44	Otero County.....	217	119	17,501	15,185	1,333	622	505	249	48	4,354	44	1,629
45	Alamogordo.....	124	80	13,155	12,043	1,008	459	370	139	21	3,538	23	927
46	Remainder of County.....	93	39	4,346	3,142	325	163	135	110	27	816	21	702
47	Quay County.....	219	157	13,367	12,203	1,218	536	469	216	30	2,514	47	1,662
48	Tucumcari.....	154	116	10,895	10,135	1,080	466	403	148	21	2,266	36	1,358
49	Remainder of County.....	65	41	2,472	2,068	138	70	66	68	9	248	11	304
50	Rio Arriba County.....	171	71	12,057	10,709	1,026	460	396	193	38	3,119	31	469
51	Roosevelt County.....	174	108	12,700	11,078	1,093	500	414	189	32	2,748	18	514
52	Fortalea.....	140	92	11,416	10,186	1,006	468	385	152	21	2,396	15	480
53	Remainder of County.....	34	16	1,284	892	87	32	29	37	11	352	3	34
54	Sandoval County.....	87	21	2,482	1,402	140	52	51	100	19	465	24	354
55	San Juan County.....	279	187	27,040	24,984	2,471	918	804	321	33	4,672	54	2,032
56	Farmington.....	162	114	19,293	18,135	1,932	655	582	172	19	3,305	31	1,309
57	Remainder of County.....	117	73	7,747	6,849	539	263	222	149	14	1,367	23	723
58	San Miguel County.....	259	127	13,301	11,123	1,144	574	491	268	65	3,384	47	1,189
59	Laa Vegas (city).....	112	80	8,600	8,010	879	419	356	111	18	1,597	17	672
60	Laa Vegas (town).....	43	33	2,627	2,473	193	106	90	43	11	1,143	9	242
61	Remainder of County.....	104	14	2,074	640	72	49	45	114	36	644	21	275
62	Santa Fe County.....	466	298	41,100	38,116	4,773	1,893	1,632	471	91	9,808	106	3,766
63	Santa Fe.....	392	268	38,722	36,400	4,586	1,804	1,555	394	76	9,388	88	3,403
64	Remainder of County.....	74	30	2,378	1,716	187	89	77	77	15	420	18	363
65	Sierra County.....	146	74	5,179	4,645	400	247	209	167	28	1,764	39	748
66	Truth or Consequences.....	114	68	5,453	4,423	397	243	206	135	22	1,550	28	632
67	Remainder of County.....	32	6	526	222	3	4	3	32	6	214	11	116

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group - Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, hldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
564	81,597	438	35,702	368	31,587	501	145,345	1,233	67,632	448	59,933	264	27,648	1,245	59,303	264	6,354	1	
70	27,325	131	13,383	109	13,234	107	45,023	261	16,643	66	13,976	60	7,427	289	16,620	101	2,962	2	
66	27,155	131	13,383	106	(D)	105	(D)	249	16,111	63	13,739	57	(D)	285	16,537	99	(D)	3	
4	170	3	(D)	2	(D)	12	532	3	237	3	(D)	4	83	2	(D)	4	
10	218	8	166	3	118	6	164	5	
17	6,066	35	2,780	22	2,037	38	10,872	64	3,775	29	4,850	16	1,471	74	3,852	22	545	6	
17	6,066	32	2,674	18	1,970	36	(D)	55	3,276	26	4,593	14	(D)	60	3,441	22	545	7	
...	...	3	106	4	67	2	(D)	9	499	3	257	2	(D)	14	411	8	
14	2,041	8	317	10	411	10	2,100	32	1,439	18	1,180	5	406	26	871	4	16	9	
7	1,479	7	(D)	8	(D)	8	(D)	23	1,041	6	852	3	(D)	18	585	2	(D)	10	
7	562	1	(D)	2	(D)	2	(D)	9	398	12	328	2	(D)	8	286	2	(D)	11	
15	3,172	30	1,720	23	1,573	24	7,148	44	1,922	31	3,130	12	968	45	1,992	26	343	12	
10	3,067	30	1,720	22	(D)	24	7,148	29	1,418	26	2,873	9	904	39	(D)	23	292	13	
5	105	1	(D)	15	504	5	257	3	64	6	(D)	3	51	14	
4	139	3	73	2	(D)	4	889	13	297	3	(D)	2	(D)	5	(D)	15	
18	1,877	20	2,162	16	1,678	20	5,034	59	3,263	30	3,810	12	990	53	4,510	15	202	16	
9	1,549	19	(D)	13	1,616	14	4,067	37	2,222	20	2,768	10	(D)	42	3,048	10	158	17	
9	328	1	(D)	3	62	6	967	22	1,041	10	1,042	2	(D)	11	1,462	5	44	18	
27	4,934	30	2,091	33	2,564	40	8,264	72	4,196	45	4,933	21	2,279	81	4,106	14	479	19	
6	1,177	11	655	12	(D)	15	(D)	16	733	19	(D)	6	884	27	(D)	2	(D)	20	
14	3,348	19	1,436	19	1,707	22	5,519	39	2,741	24	2,539	12	1,242	50	2,536	11	415	21	
7	409	2	(D)	3	(D)	17	722	2	(D)	3	153	4	(D)	1	(D)	22	
25	2,640	10	700	9	842	8	3,031	32	1,196	12	(D)	5	521	38	1,171	2	(D)	23	
6	617	8	(D)	8	(D)	8	3,031	13	456	9	544	3	(D)	17	670	2	(D)	24	
19	2,023	2	(D)	1	(D)	19	740	3	(D)	2	(D)	21	501	25	
8	597	2	(D)	2	(D)	6	833	40	1,931	2	(D)	3	178	12	481	26	
4	472	2	(D)	1	(D)	2	(D)	6	98	1	(D)	27	
7	729	5	311	2	(D)	4	981	19	723	5	391	3	(D)	10	228	...	(D)	28	
4	657	5	311	2	(D)	4	981	14	(D)	5	391	3	(D)	10	228	...	(D)	29	
3	72	5	(D)	30	
26	3,403	34	2,746	27	1,771	34	13,810	73	4,391	42	5,755	19	4,024	60	(D)	7	(D)	31	
8	2,211	24	2,275	13	940	22	11,962	26	1,690	16	2,292	10	(D)	30	2,411	3	(D)	32	
8	698	6	429	10	656	6	1,730	14	1,000	13	2,092	5	535	15	(D)	2	(D)	33	
10	494	4	42	4	175	6	118	33	1,701	13	1,371	4	(D)	15	633	2	(D)	34	
13	692	4	132	7	655	31	1,116	8	1,621	9	253	30	(D)	2	(D)	35	
4	(D)	5	480	5	165	1	(D)	2	(D)	1	(D)	2	(D)	11	690	4	78	36	
11	(D)	8	466	3	329	12	(D)	31	1,734	7	1,123	5	1,018	20	1,557	1	(D)	37	
9	419	3	466	3	329	12	(D)	28	(D)	7	1,123	5	1,018	18	(D)	1	(D)	38	
2	(D)	3	(D)	2	(D)	39	
54	4,780	9	1,614	9	755	18	6,776	40	2,846	6	1,371	6	604	52	2,347	3	105	40	
22	2,343	13	(D)	8	(D)	17	(D)	38	(D)	6	1,371	6	604	44	1,864	3	105	41	
32	2,437	1	(D)	1	(D)	1	(D)	2	(D)	8	483	42	
9	507	1	(D)	7	298	3	(D)	1	(D)	8	150	43	
16	990	11	834	11	573	14	3,364	23	1,446	12	2,563	9	785	21	827	8	136	44	
4	(D)	10	(D)	8	(D)	13	(D)	10	875	7	1,956	7	(D)	15	533	6	(D)	45	
12	(D)	1	(D)	3	(D)	1	(D)	13	571	5	607	2	(D)	6	294	2	(D)	46	
10	907	7	384	7	247	8	2,300	55	2,562	18	1,059	7	447	26	1,273	4	12	47	
6	828	6	(D)	7	247	7	(D)	33	1,363	12	886	6	(D)	16	877	4	12	48	
4	79	1	(D)	1	(D)	22	1,199	6	173	1	(D)	10	396	49	
23	1,628	6	321	6	245	10	2,899	16	975	4	1,395	4	392	29	584	4	30	50	
9	941	8	471	12	653	16	2,412	37	1,610	17	1,752	4	518	15	1,009	6	72	51	
7	(D)	8	471	12	653	16	2,412	26	1,346	12	1,435	4	518	13	(D)	6	72	52	
2	(D)	11	264	5	317	2	(D)	53	
12	930	14	465	2	(D)	14	131	2	(D)	54	
41	3,486	12	682	8	785	22	5,984	29	3,134	19	2,846	7	621	44	2,660	10	138	55	
17	1,761	11	(D)	7	(D)	15	5,431	10	1,552	10	1,928	5	(D)	31	2,028	6	116	56	
24	1,725	1	(D)	1	(D)	7	553	19	1,582	9	918	2	(D)	13	632	4	22	57	
16	2,206	3	195	2	(D)	21	2,448	39	1,202	4	576	11	(D)	44	1,167	7	66	58	
8	1,732	1	(D)	2	(D)	14	2,151	22	715	2	(D)	5	375	17	636	6	(D)	59	
4	(D)	2	(D)	2	(D)	1	(D)	2	(D)	3	86	8	242	1	(D)	60	
4	(D)	5	(D)	16	(D)	3	(D)	19	289	61	
23	4,874	29	2,532	23	1,630	20	8,743	44	2,624	15	2,506	18	1,648	84	2,829	13	140	62	
12	4,573	29	2,532	23	1,630	16	8,147	29	2,182	14	(D)	17	(D)	75	(D)	13	140	63	
11	301	4	596	15	442	1	(D)	1	(D)	9	(D)	64	
11	309	3	(D)	6	67	9	978	21	747	5	376	3	293	19	484	2	(D)	65	
8	266	3	(D)	6	67	9	978	11	(D)	5	376	3	293	17	(D)	2	(D)	66	
3	43	10	(D)	2	(D)	67	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

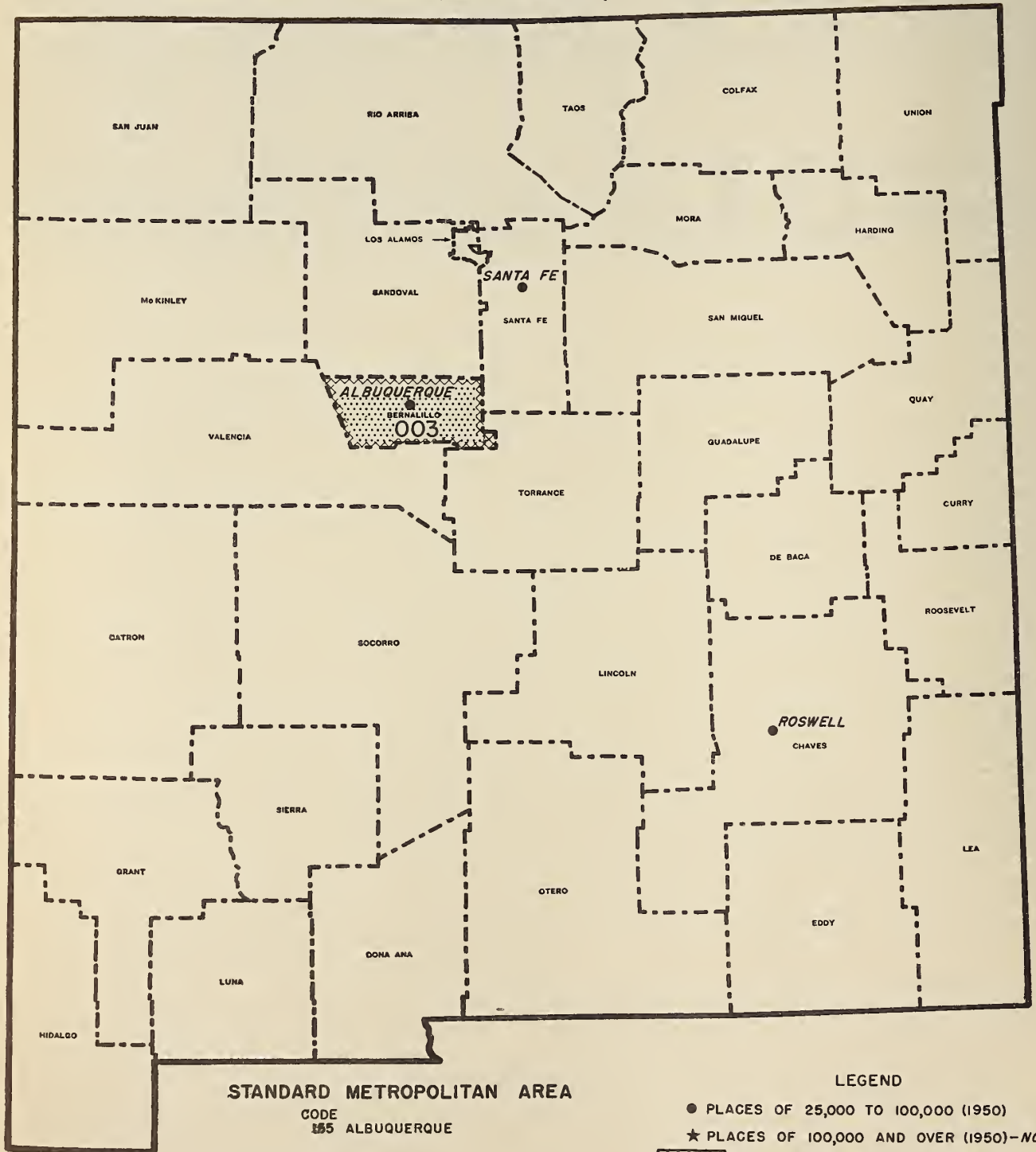
Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (unin- corporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Socorro County.....	133	69	6,631	5,487	471	227	201	148	27	1,414	27	872
2	Socorro.....	87	57	5,261	4,585	398	192	170	97	16	1,169	21	671
3	Remainder of County.....	46	12	1,370	902	73	35	31	51	11	245	6	201
4	Taos County.....	163	83	8,617	7,623	655	315	281	186	25	2,037	38	645
5	Torrance County.....	103	59	4,861	4,173	407	169	142	114	15	430	27	787
6	Union County.....	100	52	6,196	4,952	420	188	162	109	13	1,206	18	511
7	Clayton.....	80	48	5,774	4,788	408	183	159	83	9	1,025	12	464
8	Remainder of County.....	20	4	422	164	12	5	3	26	4	181	6	47
9	Valencia County.....	274	122	14,975	12,725	1,099	547	475	279	59	3,402	57	1,064
10	Belen.....	110	52	6,612	5,890	518	268	216	99	27	1,569	20	329
11	Remainder of County.....	164	70	8,363	6,835	581	279	259	180	32	1,833	37	735

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Estab-lish-ments (Number)	Sales (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Estab-lish-ments (No.)	Sales (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Estab-lish-ments (No.)	Sales (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	
7	311	6	273	4	289	11	1,456	26	1,093	4	324	3	221	18	378	1
4	78	6	273	4	289	8	(D)	13	746	4	324	2	(D)	9	267	2
3	233	3	(D)	13	347	1	(D)	9	111	3
19	997	4	183	4	(D)	7	1,972	19	782	7	571	3	246	37	(D)	4
12	874	1	(D)	5	633	24	1,412	6	278	3	(D)	10	274	5
6	507	3	(D)	6	263	13	1,306	14	579	9	523	3	266	13	783	2	(D)	6
5	(D)	3	(D)	6	263	9	1,250	12	(D)	8	(D)	3	266	11	(D)	2	(D)	7
1	(D)	4	56	2	(D)	1	(D)	2	(D)	8
23	1,920	5	358	6	598	10	2,852	42	2,080	11	898	5	320	51	1,394	5	89	9
5	598	2	(D)	3	(D)	8	(D)	14	475	6	(D)	3	(D)	19	291	3	(D)	10
18	1,322	3	(D)	3	(D)	2	(D)	28	1,605	5	(D)	2	(D)	32	1,103	2	(D)	11

NEW MEXICO (32 COUNTIES)



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to Bureau of the Census, Washington 25, D. C.

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Central Business District Bulletins <input type="checkbox"/> Census Volumes	Wholesale Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes	Selected Service Trades <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes
<input type="checkbox"/> Public Merchandise Warehouses <input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

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DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID

PAYMENT OF POSTAGE, \$300

1954 Census of Business

RETAIL TRADE

December 1955

Series: PR-1-32

NEW YORK

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
NEW YORK

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	183,312	119,264	18,074,998	16,712,264	195,493	116,605	14,394,828	12,970,737
Food stores.....	46,406	25,938	4,661,350	4,101,790	59,349	28,453	3,683,754	3,028,093
Eating, drinking places.....	35,316	29,662	1,930,966	1,837,866	37,715	28,892	1,670,200	1,559,411
General merchandise group.....	6,371	3,257	1,688,001	1,632,781	6,025	3,017	1,544,351	1,505,389
Apparel, accessories stores.....	17,899	13,487	1,860,102	1,784,442	19,100	12,444	1,736,994	1,645,744
Furniture, home furnishings, appliance dealers.....	9,815	6,883	1,021,109	969,227	10,162	6,007	812,842	722,769
Automotive group.....	5,448	4,408	2,346,686	2,314,282	5,821	4,653	1,538,558	1,495,997
Gasoline service stations.....	11,565	7,695	710,018	608,406	12,536	7,081	441,979	352,113
Lumber, bldg. matls., hardware, farm equipment dealers..	7,241	5,171	902,946	860,898	7,075	4,902	665,961	629,840
Drug stores, proprietary stores.....	5,884	5,000	465,496	443,748	6,166	4,857	372,929	346,715
Other retail stores.....	27,479	15,613	1,954,610	1,728,990	30,711	15,665	1,728,378	1,489,561
Nonstore retailers.....	9,888	2,150	533,714	429,834	833	634	198,882	195,105

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group					
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places		
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Sales (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	
1	New York, total.....	183,312	119,264	18,074,998	16,712,264	2,087,971	753,913	616,706	181,774	46,406	4,661,350	35,316	1,930,966	
2	Albany County.....	3,063	1,935	339,872	312,404	40,284	15,972	12,972	3,030	722	74,711	662	27,304	
3	Albany.....	1,989	1,317	220,701	203,781	28,150	10,583	8,585	1,929	467	48,946	433	19,878	
4	Cohoes.....	257	163	17,361	15,099	1,741	743	629	237	78	5,585	45	1,277	
5	Green Island.....	Data for this area combined with Remainder of County.												
6	Watervliet.....	210	102	12,992	10,636	1,096	413	349	229	63	5,851	52	1,733	
7	Remainder of County.....	607	353	88,818	82,888	9,297	4,233	3,409	635	114	14,329	132	4,411	
8	Allegany County.....	490	352	34,648	32,164	2,845	1,230	967	523	95	8,500	61	1,894	
9	Wellsville.....	154	116	13,547	12,835	1,369	588	472	146	28	3,057	23	804	
10	Remainder of County.....	336	236	21,101	19,329	1,476	642	495	377	67	5,443	38	1,090	
11	Bronx County (Bronx Borough part of New York City).....	12,312	7,476	1,024,421	920,025	100,326	34,695	28,967	12,667	4,807	393,034	1,825	89,851	
12	Broome County.....	2,150	1,460	226,106	210,728	24,824	9,901	7,800	2,165	475	52,655	482	18,853	
13	Binghamton.....	1,137	765	136,195	127,951	16,143	6,372	5,130	1,118	232	27,025	254	10,329	
14	Endicott.....	354	264	38,596	36,426	4,247	1,677	1,289	348	74	10,563	85	2,802	
15	Johnson City.....	242	174	19,420	18,106	1,883	810	610	239	69	7,367	60	2,486	
16	Remainder of County.....	417	257	31,895	28,245	2,551	1,042	771	460	100	7,700	83	3,236	
17	Cattaraugus County.....	1,013	711	80,442	74,734	8,035	3,404	2,655	1,064	211	19,470	188	6,246	
18	Gowanda (part) ¹	50	38	4,242	4,050	423	185	139	49	10	609	10	291	
19	Olean.....	369	273	36,190	34,476	4,325	1,751	1,375	348	70	8,842	59	2,518	
20	Salamance.....	120	92	10,472	10,112	1,041	454	352	134	28	3,219	28	885	
21	Remainder of County.....	474	308	29,538	26,096	2,246	1,014	789	533	103	6,800	91	2,552	
22	Cayuga County.....	913	561	75,226	68,168	7,239	2,894	2,300	932	190	17,771	166	4,962	
23	Auburn.....	599	375	52,359	47,709	5,600	2,260	1,793	594	127	13,403	104	3,541	
24	Remainder of County.....	314	186	22,867	20,459	1,639	634	507	338	63	4,368	62	1,421	
25	Chautauque County.....	1,763	1,265	149,094	138,016	15,667	6,759	5,284	1,860	389	37,514	367	12,556	
26	Dunkirk.....	274	196	23,638	22,120	2,670	1,112	793	262	56	6,292	69	2,426	
27	Falconer.....	61	39	4,639	4,279	312	150	120	68	18	1,583	14	436	
28	Fredonia.....	95	73	8,611	8,139	951	383	312	93	20	2,340	13	568	
29	Jamestown.....	642	480	64,013	60,049	8,189	3,510	2,858	631	155	16,006	115	4,047	
30	Lakewood.....	34	28	2,771	2,597	282	134	82	44	13	1,493	9	300	
31	Silver Creek.....	60	50	5,636	5,420	419	217	172	65	11	1,217	15	585	
32	Westfield.....	89	65	8,052	7,626	811	351	271	96	10	2,183	16	623	
33	Remainder of County.....	508	334	31,734	27,786	2,033	902	676	601	106	6,400	116	3,736	
34	Chemung County.....	1,050	762	108,775	103,245	12,743	4,981	4,100	1,013	214	26,836	220	7,971	
35	Elmira Heights.....	69	47	4,578	4,148	416	178	142	72	14	1,797	14	511	
36	Elmira.....	767	573	87,678	84,038	10,902	4,248	3,522	723	138	19,613	158	5,789	
37	Horseheads.....	Data for this area combined with Remainder of County.												
38	Remainder of County.....	214	142	16,519	15,059	1,425	555	436	218	62	5,426	48	1,671	
39	Chenango County.....	591	363	43,388	38,686	3,541	1,474	1,193	605	106	9,906	105	3,408	
40	Norwich.....	204	132	16,933	15,279	1,731	736	605	203	33	4,286	37	1,109	
41	Remainder of County.....	387	231	26,455	23,407	1,810	738	588	402	73	5,620	68	2,299	
42	Clinton County.....	623	397	49,801	44,697	4,247	1,759	1,486	651	132	12,835	116	3,269	
43	Dannemora.....	24	16	1,513	1,299	86	53	31	22	3	(D)	3	100	
44	Plattsburgh.....	309	211	29,297	27,205	2,951	1,236	1,059	315	61	6,890	56	1,616	
45	Remainder of County.....	290	170	18,991	16,193	1,210	470	396	314	68	(D)	57	1,353	
46	Columbia County.....	674	390	47,596	42,076	3,544	1,501	1,219	724	138	12,606	142	3,063	
47	Hudson.....	272	164	22,764	20,548	1,963	819	655	289	55	6,613	52	1,079	
48	Remainder of County.....	402	226	24,832	21,528	1,581	682	564	435	83	5,993	90	1,994	
49	Cortland County.....	522	354	46,409	42,801	4,415	1,796	1,397	527	100	9,925	104	3,239	
50	Cortland.....	320	224	30,223	28,327	3,151	1,313	983	313	58	6,845	69	2,282	
51	Homer.....	68	54	7,926	7,436	627	239	199	70	11	1,552	10	374	
52	Remainder of County.....	134	76	8,260	7,038	637	244	215	144	31	1,528	25	583	
53	Delaware County.....	631	399	48,524	44,268	3,717	1,437	1,257	646	111	9,776	102	3,377	
54	Sidney.....	68	56	9,071	8,935	745	311	263	67	11	2,291	14	527	
55	Walton.....	73	53	7,043	6,849	661	229	204	72	11	1,724	7	678	
56	Remainder of County.....	490	290	32,410	28,484	2,311	897	790	507	89	5,761	81	2,172	
57	Dutchess County.....	1,810	1,182	166,023	152,089	16,725	6,443	5,110	1,826	323	38,743	403	13,694	
58	Beacon.....	202	120	18,072	15,826	1,377	589	441	209	50	5,906	35	1,152	
59	Poughkeepsie.....	822	566	91,977	86,203	10,938	4,245	3,377	808	152	19,792	155	6,829	
60	Wappingers Falls.....	69	41	3,909	3,301	255	86	71	21	21	1,763	22	584	
61	Remainder of County.....	717	455	52,065	46,759	4,155	1,523	1,221	732	100	11,282	191	5,129	
62	Erie County.....	10,120	6,964	1,135,833	1,065,341	135,317	54,126	40,147	10,388	2,598	283,881	2,427	111,054	
63	Blasdell.....	51	29	3,114	2,520	201	105	69	53	12	816	7	342	
64	Buffalo.....	7,049	4,811	792,945	744,023	103,515	40,990	31,048	7,172	1,946	173,046	1,650	80,289	
65	Depeu.....	96	52	8,218	7,024	463	216	155	109	31	3,479	25	463	
66	East Aurora.....	135	101	15,185	14,707	1,360	553	433	141	20	4,415	22	742	
67	Gowanda (part) ¹	33	21	4,087	3,711	310	125	90	32	9	1,631	7	248	
68	Hamburg.....	209	167	28,166	27,384	2,838	994	720	198	35	7,430	46	1,747	
69	Kenmore.....	300	220	48,544	46,564	3,886	1,414	1,012	285	60	21,644	42	2,167	
70	Lackawanna.....	328	200	36,240	32,964	3,542	1,381	913	372	91	11,459	116	4,029	
71	Lancaster.....	126	88	12,388	11,596	1,199	538	390	133	27	2,911	24	696	
72	Sloan.....	Data for this area combined with Remainder of County.												
73	Springville.....	68	50	6,457	6,127	571	241	171	67	10	1,536	11	331	
74	Tonawanda.....	320	240	34,259	32,769	3,909	1,898	1,308	302	66	8,749	91	3,673	
75	Williamsville.....	125	95	18,952	18,442	2,133	680	524	127	15	2,637	30	1,809	
76	Remainder of County.....	1,280	890	127,278	117,510	11,390	4,991	3,314	1,397	276	44,128	354	14,518	

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

¹Gowanda is in Cattaraugus and Erie counties.

BY COUNTIES: CITIES OF 2,500 INHABITANTS OR MORE

5

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
6,371	1,688,001	17,899	1,860,102	9,815	1,021,109	5,448	2,346,686	11,565	710,018	7,241	902,946	5,884	465,496	27,479	1,954,610	9,888	533,714	1
79	27,284	226	30,038	162	17,654	112	51,777	254	15,143	134	14,137	84	7,821	502	32,888	126	41,115	2
56	17,794	185	27,687	109	13,855	66	40,669	93	7,408	69	7,722	62	6,485	363	22,954	86	7,303	3
6	661	19	1,487	16	958	10	2,248	26	1,290	13	704	6	(D)	31	1,348	7	(D)	4
Data for this area combined with Remainder of County.																		5
3	(D)	5	153	5	457	8	1,848	28	1,119	7	606	1	(D)	30	834	8	248	6
14	(D)	17	711	32	2,384	28	7,012	107	5,326	45	5,105	15	723	78	7,752	25	(D)	7
43	2,520	29	1,300	30	1,274	35	7,472	45	2,466	56	3,670	16	869	77	4,648	3	35	8
4	1,065	15	874	13	618	13	3,605	10	968	15	1,102	6	407	26	(D)	1	(D)	9
39	1,455	14	426	17	656	22	3,867	35	1,498	41	2,568	10	462	51	(D)	2	(D)	10
430	34,479	1,042	118,970	620	63,958	226	108,697	378	32,578	287	32,670	478	26,678	1,400	101,552	819	21,954	11
59	31,661	151	13,985	97	10,634	98	39,144	244	13,383	102	12,995	44	6,342	295	22,211	103	4,243	12
35	26,872	80	8,652	63	7,103	51	23,941	121	7,195	38	4,772	25	3,876	173	13,228	65	3,202	13
10	3,565	45	3,524	13	1,593	18	7,308	26	1,552	17	2,531	8	1,437	45	3,365	13	356	14
4	627	16	1,114	10	1,171	11	2,855	23	1,010	10	1,069	4	624	26	958	9	139	15
10	597	10	695	11	767	18	5,040	74	3,626	37	4,623	7	405	51	4,660	16	546	16
56	6,435	73	5,319	56	4,308	61	13,689	109	4,739	62	6,303	27	2,190	134	10,820	36	923	17
2	(D)	8	352	2	(D)	5	1,633	1	(D)	4	372	3	304	3	99	2	(D)	18
15	4,280	44	4,070	26	2,897	24	5,824	29	1,644	14	2,018	10	1,042	61	2,718	17	337	19
4	721	8	470	12	697	8	2,176	12	651	4	709	4	273	12	671	20
35	(D)	13	427	16	(D)	24	4,056	67	(D)	40	3,204	10	571	58	7,332	17	(D)	21
32	4,903	74	5,340	47	4,343	42	12,577	90	3,381	64	7,548	16	1,505	135	11,657	57	1,239	22
20	4,143	64	5,094	38	3,895	24	8,068	52	2,244	30	3,704	7	1,173	93	6,434	40	660	23
12	760	10	246	9	448	18	4,509	38	1,137	34	3,844	9	332	42	5,223	17	579	24
50	14,095	136	9,987	81	5,945	110	26,929	181	10,058	111	12,201	42	3,591	235	14,360	61	1,858	25
6	1,434	26	2,500	14	1,271	18	5,197	14	847	16	1,732	5	344	45	1,489	5	271	26
2	(D)	2	(D)	1	(D)	4	(D)	5	299	5	(D)	1	(D)	4	(D)	5	(D)	27
2	(D)	9	480	2	(D)	8	2,231	10	654	7	834	4	236	18	660	2	(D)	28
10	9,894	79	6,252	29	3,232	35	9,824	54	3,541	27	3,659	14	1,777	92	4,783	32	998	29
...	...	1	(D)	4	150	4	662	1	(D)	1	(D)	1	(D)	30
3	231	3	158	2	(D)	7	2,309	10	449	3	358	1	(D)	5	138	31
3	(D)	8	331	8	421	9	1,641	3	285	7	1,043	2	(D)	15	742	8	78	32
24	1,497	8	227	25	729	29	(D)	81	3,833	42	(D)	14	745	55	5,520	8	94	33
29	9,554	104	9,230	57	6,101	60	19,970	101	5,344	45	10,343	23	2,676	162	8,800	35	1,950	34
2	(D)	4	(D)	2	(D)	5	204	8	251	1	(D)	2	(D)	17	610	35
22	9,083	98	8,689	50	5,069	41	16,626	67	3,801	27	7,865	20	2,308	118	6,968	28	1,867	36
Data for this area combined with Remainder of County.																		37
5	(D)	2	(D)	5	(D)	14	3,140	26	1,292	17	(D)	1	(D)	27	1,222	7	83	38
31	3,073	46	1,957	27	949	29	6,899	68	2,748	46	2,639	12	717	105	10,800	16	292	39
9	2,244	21	1,219	12	551	14	3,825	20	1,054	12	853	5	250	33	1,368	8	174	40
22	829	25	738	15	398	15	3,074	48	1,694	34	1,786	7	467	72	9,432	8	118	41
42	7,269	32	2,454	27	1,543	40	8,856	60	2,567	35	2,874	11	1,025	104	6,840	24	269	42
4	14	3	8	3	554	2	(D)	2	(D)	1	(D)	1	(D)	2	(D)	43
17	5,721	28	(D)	16	1,078	22	5,056	23	1,125	13	913	5	811	57	(D)	11	194	44
21	1,408	4	(D)	8	377	15	3,344	35	(D)	20	(D)	5	(D)	46	3,303	11	(D)	45
23	2,284	41	2,107	36	1,550	37	10,012	92	3,309	42	3,937	16	940	85	7,297	22	391	46
6	1,295	33	1,809	21	1,239	22	6,763	21	743	8	537	7	539	36	1,923	11	224	47
17	989	8	398	15	311	15	3,249	71	2,566	34	3,400	9	401	49	5,374	11	167	48
23	3,490	37	2,500	23	1,491	34	9,714	56	2,451	30	4,948	9	804	81	6,560	25	1,287	49
9	3,008	35	(D)	15	1,192	19	5,917	25	1,296	15	2,502	4	539	55	3,393	16	(D)	50
4	144	1	(D)	5	173	5	1,950	13	754	6	1,275	3	(D)	9	1,365	1	(D)	51
10	338	1	(D)	3	126	10	1,847	18	401	9	1,171	2	(D)	17	1,802	8	330	52
40	2,556	37	1,216	30	1,465	50	11,428	80	3,077	48	2,952	16	870	99	11,241	18	566	53
3	(D)	10	315	4	(D)	6	3,863	7	324	2	(D)	2	(D)	9	880	54
2	(D)	10	442	5	292	6	1,197	7	484	9	715	1	(D)	9	610	(D)	28	55
35	2,091	17	459	21	(D)	38	6,368	66	2,269	37	(D)	13	627	81	(D)	12	538	56
78	19,780	140	9,459	83	6,064	85	28,672	194	9,266	106	10,282	55	4,159	270	22,362	73	3,542	57
7	1,176	17	818	15	734	17	3,871	8	479	9	745	7	587	25	1,509	12	1,095	58
43	16,762	96	7,613	36	4,136	32	13,317	65	3,910	42	4,694	25	1,884	137	10,981	39	2,059	59
...	...	2	(D)	3	125	1	(D)	8	493	5	397	1	(D)	4	151	2	(D)	60
28	1,842	25	(D)	29	1,069	35	(D)	113	4,384	50	4,446	22	(D)	104	9,721	20	(D)	61
217	140,580	730	96,367	536	56,984	340	185,697	894	58,147	411	70,888	303	33,096	1,275	72,706	389	26,433	62
2	(D)	2	(D)	3	(D)	5	(D)	5	539	3	(D)	4	208	4	101	2	(D)	63
135	124,101	568	82,362	408	45,906	196	115,627	496	34,741	226	42,101	219	21,989	934	50,587	271	22,196	64
5	110	2	(D)	3	(D)	3	1,436	7	845	9	561	2	(D)	8	338	1	(D)	65
5	260	11	939	11	595	11	3,718	14	676	9	1,293	5	618	21	1,887	6	62	66
1	(D)	1	(D)	4	432	2	(D)	1	(D)	1	(D)	1	(D)	6	155	67
8	582	22	1,288	13	704	15	8,416	26	1,678	12	3,539	5	840	21	1,882	6	60	68
11	403	26	1,550	16	1,191	11	13,040	47	2,886	12	1,049	11	1,736	42	2,016	22	862	69
7	3,013	15	979	12	1,880	6	9,104	26	1,251	10	2,016	9	1,237	34	(D)	2	(D)	70
3	(D)	6	835	6	505	13	3,156	15	873	9	1,350	3	515	15	(D)	5	235	71
Data for this area combined with Remainder of County.																		72
3	168	5	447	5	(D)	6	1,589	8										

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales.

Line No.	County and city	Total					Kind-of-business group						
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Essex County.....	586	358	32,830	28,460	2,504	1,056	940	603	94	8,554	128	3,112
2	Lake Placid.....	86	66	5,200	4,918	550	192	174	70	8	1,119	16	461
3	Saranac Lake (part) ²	Data for this area combined with Remainder of County.											
4	Ticonderoga.....	83	59	7,199	6,529	579	244	216	78	13	2,182	21	625
5	Remainder of County.....	417	233	20,431	17,013	1,375	620	550	455	73	5,253	91	2,031
6	Franklin County.....	709	439	49,668	44,228	4,416	1,868	1,613	745	151	11,217	140	3,306
7	Malone.....	204	144	19,521	18,377	1,994	845	752	206	54	3,848	33	973
8	Saranac Lake (part) ²	131	99	11,417	10,819	1,192	467	406	122	18	2,683	27	694
9	Tupper Lake.....	86	64	6,326	5,788	634	259	212	80	17	1,666	13	400
10	Remainder of County.....	288	132	12,404	9,244	596	297	243	337	62	3,020	67	1,239
11	Fulton County.....	731	457	53,455	47,765	5,335	2,100	1,716	762	147	13,982	155	3,766
12	Dolgeville (part) ³	4	2	192	(D)	(D)	(D)	(D)	(D)	***	***	2	(D)
13	Gloversville.....	394	254	31,659	29,091	3,410	1,359	1,132	398	85	8,020	67	1,855
14	Johnstown.....	169	109	14,605	13,009	1,405	506	415	185	32	3,818	28	787
15	Remainder of County.....	164	92	6,999	(D)	(D)	(D)	(D)	(D)	30	2,144	58	(D)
16	Ceneseee County.....	583	415	59,571	55,651	5,930	2,304	1,738	589	106	12,902	119	4,137
17	Batavia.....	282	210	36,883	35,263	4,279	1,629	1,229	274	48	8,210	57	2,242
18	Le Roy.....	85	65	8,721	8,367	675	285	212	83	16	2,312	14	450
19	Remainder of County.....	216	140	13,967	12,021	976	390	297	232	42	2,380	48	1,445
20	Creene County.....	636	366	37,710	32,660	2,761	1,049	930	667	111	9,300	186	4,378
21	Catskill.....	151	105	15,516	14,526	1,393	468	423	159	18	3,288	40	1,122
22	Coxsackie.....	57	33	3,180	2,702	208	87	65	60	10	539	8	262
23	Remainder of County.....	428	228	19,014	15,332	1,160	494	442	448	83	5,473	138	2,994
24	Hamilton County.....	125	75	4,825	3,795	290	145	118	137	16	920	37	749
25	Herkimer County.....	874	546	62,321	55,393	5,290	2,289	1,806	877	168	17,619	189	4,442
26	Dolgeville (part) ³	51	37	3,584	3,286	225	94	67	59	12	1,155	8	175
27	Frankfort.....	77	27	2,345	1,421	120	61	46	86	16	596	20	352
28	Herkimer.....	184	120	19,456	17,746	1,917	817	657	166	48	5,806	24	825
29	Iloin.....	133	87	10,095	9,105	845	386	273	129	24	4,215	27	610
30	Little Falls.....	193	119	12,286	10,800	1,099	468	372	190	33	3,472	42	824
31	Mohawk.....	43	29	2,517	2,309	215	97	74	48	12	537	11	275
32	Remainder of County.....	193	127	12,038	10,726	869	366	317	199	23	1,858	57	1,361
33	Jefferson County.....	1,247	853	101,022	93,778	10,939	4,287	3,691	1,254	218	21,703	247	7,651
34	Carthage.....	117	81	9,581	8,879	808	333	273	122	27	2,171	19	394
35	Watertown.....	507	361	58,221	55,709	7,530	2,806	2,447	456	78	12,946	79	3,412
36	Remainder of County.....	623	411	33,220	29,190	2,601	1,148	971	676	113	6,586	149	3,845
37	Kings County (Brooklyn Borough part of New York City).....	30,097	16,983	2,224,658	1,970,098	229,852	80,128	67,308	31,566	10,497	752,609	4,540	214,109
38	Lewis County.....	293	173	18,856	16,812	1,288	502	426	288	44	3,875	55	1,213
39	Lowville.....	106	66	8,726	8,126	747	267	229	101	16	1,750	11	324
40	Remainder of County.....	187	107	10,130	8,686	541	235	197	187	28	2,125	44	889
41	Livingston County.....	552	368	40,411	36,385	2,896	1,217	899	582	108	9,369	110	3,042
42	Danville.....	102	78	9,439	8,999	805	352	277	104	21	2,597	16	498
43	Ceneseo.....	57	41	4,646	4,432	301	137	101	57	7	989	12	281
44	Mount Morris.....	86	48	4,787	3,609	370	150	101	94	21	1,447	17	467
45	Remainder of County.....	307	201	21,539	19,345	1,420	578	420	327	59	4,356	65	1,796
46	Madison County.....	631	427	51,856	48,302	4,522	1,794	1,455	654	106	10,821	126	3,556
47	Canastota.....	89	57	6,601	6,147	460	219	163	93	17	1,537	19	546
48	Hamilton.....	57	39	4,325	3,929	359	129	114	68	11	1,086	8	274
49	Oneida.....	178	134	19,183	18,897	2,181	788	668	163	25	3,775	29	797
50	Remainder of County.....	307	197	21,147	19,329	1,522	658	510	330	53	4,423	70	1,939
51	Monroe County.....	4,950	3,416	624,421	590,037	74,323	27,643	20,643	4,839	1,154	146,566	976	46,727
52	Brookport.....	67	51	6,507	6,133	552	247	145	69	15	2,318	14	528
53	East Rochester.....	Data for this area combined with Remainder of County.											
54	Fairport.....												
55	Rochester.....	4,123	2,793	541,093	511,665	67,088	24,775	18,735	3,976	990	126,378	801	38,529
56	Remainder of County.....	760	572	76,821	72,239	6,683	2,621	1,763	794	149	17,870	161	7,670
57	Montgomery County.....	938	566	62,521	54,655	5,625	2,295	1,816	1,016	189	16,795	201	4,979
58	Amsterdam.....	541	331	38,730	34,530	3,864	1,555	1,222	579	127	10,474	123	3,132
59	Canajoharie.....	60	42	4,059	3,617	301	141	106	68	11	1,328	8	242
60	Fort Plain.....	98	60	6,326	5,720	603	231	190	95	14	1,915	14	325
61	Remainder of County.....	239	133	13,406	10,788	857	368	298	274	37	3,078	56	1,230
62	Nassau County.....	9,318	6,786	1,256,034	1,192,136	132,777	43,757	35,659	8,708	1,787	342,092	1,644	98,911
63	Cedarhurst.....	172	136	18,935	18,023	2,063	706	652	137	23	4,726	24	1,200
64	East Hills.....	6	4	2,068	(D)	167	43	42	8	2	(D)	1	(D)
65	East Rockaway.....	59	39	5,260	4,822	402	254	158	54	13	2,132	13	535
66	Farmingdale.....	156	126	18,682	17,950	2,253	853	677	143	21	5,896	41	3,826
67	Floral Park.....	226	152	38,670	36,894	2,957	813	699	219	40	6,709	35	1,570
68	Freeport.....	467	329	51,700	48,568	5,662	1,718	1,425	418	81	13,108	87	4,728
69	Carden City.....	149	123	32,287	31,471	3,716	1,442	1,167	119	19	5,034	19	1,701
70	Glen Cove.....	253	165	29,308	27,096	2,854	852	702	252	43	7,957	40	1,572
71	Great Neck.....	Data for this area combined with Remainder of County.											
72	Great Neck Plaza.....												
73	Hempstead.....	747	577	161,843	157,957	20,620	7,271	6,021	580	102	18,258	110	7,392
74	Lawrence.....	86	64	11,731	11,009	1,410	345	331	78	18	1,590	12	990
75	Long Beach.....	291	229	26,948	25,654	2,901	811	682	278	74	10,337	64	3,340
76	Lynbrook.....	288	220	40,947	38,979	4,753	1,373	1,132	267	51	10,026	49	2,493
77	Malverne.....	54	36	4,431	3,997	387	130	107	46	16	2,540	7	300
78	Mineola.....	245	193	41,117	39,791	4,160	1,126	991	244	42	7,244	54	2,825
79	New Hyde Park.....	Data for this area combined with Remainder of County.											
80	Rockville Centre.....	368	274	53,348	50,810	5,889	1,980	1,478	335	61	12,307	53	3,760

Standard Notes: (D) Withheld to avoid disclosure.

²Saranac Lake is in Essex and Franklin counties.

(NA) Not available.

³Dolgeville is in Fulton and Herkimer counties.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

BY COUNTIES: CITIES OF 2,500 INHABITANTS OR MORE—Continued

7

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
36	1,610	43	1,882	20	1,303	41	6,900	64	2,147	26	1,600	17	1,110	107	4,367	10	240	1
3	82	11	682	2	(D)	6	1,094	10	303	2	(D)	4	321	24	868	2
Data for this area combined with Remainder of County.																		3
4	367	11	532	6	570	8	1,608	5	230	5	(D)	1	(D)	9	643	4
29	1,161	21	668	12	(D)	27	4,198	49	1,614	(D)	1,027	12	(D)	74	2,856	10	240	5
36	4,712	64	3,133	31	1,867	33	9,995	78	3,028	38	3,046	17	1,461	105	7,179	16	724	6
7	2,121	20	1,154	11	812	12	4,640	13	1,128	12	1,581	5	559	32	2,113	5	592	7
6	786	22	1,220	6	548	7	2,498	7	269	4	(D)	4	(D)	27	2,154	3	82	8
3	393	8	446	4	353	6	1,631	8	328	9	469	2	(D)	14	469	2	(D)	9
20	1,412	14	313	10	154	8	1,226	50	1,303	13	(D)	6	446	32	2,443	6	(D)	10
27	3,279	65	3,561	41	2,484	38	11,863	83	2,987	33	4,685	14	1,190	109	5,153	19	505	11
...	1	(D)	1	(D)	12
13	2,411	50	2,813	27	1,472	19	6,934	40	1,381	16	3,567	8	699	58	2,050	11	457	13
4	681	14	(D)	9	550	12	4,024	22	(D)	5	519	3	288	36	2,442	4	24	14
10	187	1	(D)	5	462	6	(D)	20	783	12	599	3	203	15	661	4	24	15
21	4,710	44	3,846	34	2,664	44	14,886	75	3,698	38	5,741	15	1,528	67	5,018	20	441	16
9	3,696	31	3,384	23	2,298	25	9,111	23	1,366	17	3,020	5	865	33	2,412	11	279	17
2	(D)	11	(D)	3	(D)	7	2,742	13	566	4	800	3	324	10	339	2	(D)	18
10	(D)	2	(D)	8	(D)	12	3,033	39	1,766	17	1,921	7	339	24	2,267	7	(D)	19
39	2,238	23	1,001	30	1,413	31	7,949	72	2,870	32	2,942	18	878	77	4,462	17	279	20
12	1,096	13	724	12	1,027	12	4,630	10	956	6	553	4	331	19	1,630	5	159	21
3	(D)	2	(D)	4	86	3	(D)	5	163	4	197	3	140	10	679	5	53	22
24	(D)	8	(D)	14	300	16	(D)	57	1,751	22	2,192	11	407	48	2,153	7	67	23
13	1,037	1	(D)	1	(D)	9	726	23	590	6	277	5	115	14	(D)	24
42	4,591	54	2,664	48	3,347	43	10,136	97	4,069	48	4,350	20	1,272	141	9,276	24	555	25
3	(D)	3	78	4	64	3	828	3	132	4	144	1	(D)	10	778	26
3	47	1	(D)	4	106	1	(D)	9	388	5	(D)	12	573	6	96	27
5	2,411	16	914	16	1,356	10	4,094	20	823	12	1,342	5	369	25	(D)	3	(D)	28
6	503	11	670	7	572	9	1,363	11	579	2	(D)	4	197	26	922	6	(D)	29
12	933	17	730	11	668	12	2,151	15	620	5	570	4	218	37	1,990	5	110	30
...	...	1	(D)	2	(D)	2	(D)	8	412	3	382	2	(D)	2	(D)	31
13	(D)	5	(D)	4	(D)	6	1,348	31	1,115	17	1,609	4	313	29	3,449	4	40	32
47	10,250	87	6,985	57	3,209	70	18,987	151	5,716	86	8,028	24	2,875	196	13,813	64	1,805	33
4	442	11	435	5	371	8	2,650	13	354	9	596	2	(D)	14	(D)	5	181	34
10	8,365	66	6,118	29	2,359	30	10,873	47	2,225	23	2,810	10	1,595	97	6,225	38	1,293	35
33	1,443	10	432	23	479	32	5,464	91	3,137	54	4,622	12	(D)	85	(D)	21	331	36
1,273	164,225	3,061	244,356	1,609	149,110	425	207,921	914	75,763	842	70,112	1,198	60,725	3,538	217,716	2,200	68,012	37
29	1,793	9	434	18	637	18	4,067	45	1,384	17	1,087	9	382	40	3,821	9	163	38
6	233	5	330	9	425	11	2,456	15	434	7	654	2	(D)	17	1,796	7	(D)	39
23	1,560	4	104	9	212	7	1,611	30	950	10	433	7	(D)	23	2,025	2	(D)	40
19	1,647	33	1,387	38	1,878	48	10,761	69	2,947	31	3,001	12	775	64	5,019	20	565	41
3	(D)	11	422	5	481	7	2,372	12	733	7	831	2	(D)	14	798	4	62	42
4	(D)	6	301	2	(D)	7	1,898	4	(D)	2	(D)	2	(D)	7	277	4	64	43
1	(D)	10	463	5	517	9	931	8	273	4	306	3	(D)	8	222	44
11	998	6	201	26	(D)	25	5,560	45	(D)	18	(D)	5	328	35	3,722	12	439	45
27	2,117	32	2,187	35	2,240	38	12,034	78	3,492	50	4,715	16	1,807	100	8,593	23	294	46
4	116	4	125	1	(D)	5	1,002	12	881	12	739	2	(D)	13	1,245	47
4	168	5	245	2	(D)	4	(D)	3	152	4	313	2	(D)	12	851	2	(D)	48
5	1,330	18	1,141	14	1,590	11	5,676	21	955	12	1,161	6	912	27	2,321	10	125	49
14	503	5	676	18	486	18	(D)	42	1,504	22	2,502	6	413	48	4,176	11	(D)	50
139	83,770	435	45,891	254	33,841	199	118,412	490	29,906	252	37,903	143	18,803	694	51,007	214	11,595	51
2	(D)	9	506	5	381	4	(D)	6	371	3	626	2	(D)	7	264	...	(D)	52
Data for this area combined with Remainder of County.																		53
111	82,259	392	44,303	221	31,428	138	95,267	369	22,854	190	28,676	125	16,979	604	44,137	182	10,283	55
26	(D)	34	1,082	28	2,032	57	(D)	115	6,681	59	8,601	16	(D)	83	6,606	32	(D)	56
36	3,988	88	4,326	53	3,103	36	10,234	88	3,460	59	5,062	25	1,422	146	8,811	17	341	57
15	3,053	63	3,499	37	2,262	20	6,753	31	1,343	32	3,074	13	861	71	4,067	9	162	58
7	230	6	245	4	371	1	(D)	9	323	1	(D)	2	(D)	11	528	59
3	124	11	434	2	(D)	2	(D)	11	520	6	543	3	182	31	1,861	1	(D)	60
11	581	8	148	10	(D)	13	2,614	37	1,274	20	(D)	7	(D)	33	2,355	7	(D)	61
244	85,001	897	86,626	559	64,643	395	205,885	864	68,186	508	100,634	325	30,802	1,503	126,726	592	46,528	62
2	(D)	47	3,570	12	1,335	2	(D)	13	1,210	7	3,023	5	340	30	3,261	7	49	63
...	1	(D)	64
2	(D)	3	(D)	4	1,255	6	400	1	(D)	6	259	9	490	2	(D)	65
4	565	15	724	6	339	7	2,058	13	1,161	10	1,652	5	451	26	1,861	8	149	66
8	466	29	1,961	19	1,388	11	5,160	15	1,436	14	(D)	10	655	33	(D)	12	1,154	67
12	2,329	61	4,118	27	2,716	31	14,019	37	1,549	16	1,489	11	857	80	5,281	24	1,506	68
7	7,658	31	8,329	5	236	2	(D)	12	1,129	7	2,140	7	574	34	(D)	6	887	69
5	1,011	34	1,869	17	1,809	16	7,704	20	1,210	9	1,595	8	733	43	3,549	18	299	70
Data for this area combined with Remainder of County.																		71
24	42,682	125	20,967	76	16,688	30	29,316	41	2,808	31	5,137	17	1,900	152	10,929	39	5,786	72
...	...	8	442	8	572	10	4,157	9	751	2	(D)	2	(D)	15	2,850	2	(D)	73
10	433	37	2,190	12	903	8	2,683	13	963	10	1,524	11	897	36	2,869	16	709	75
8	1,340	33	3,170	11	910	9	8,386	21	1,162	12	3,121	9	742	60	3,962	25	5,635	76
2	(D)	5	(D)	2	(D)	2	(D)	2	(D)	5	203	8	553	5	(D)	77
4	146	12	600	15	1,989	18												

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Nassau County--Continued												
2	Sea Cliff.....	49	25	2,419	(D)	163	50	35	60	12	(D)	6	163
3	Valley Stream.....	418	314	47,009	44,115	4,322	1,365	1,134	393	79	11,518	65	3,715
4	Westbury.....	204	142	26,161	24,899	2,795	833	710	191	34	8,232	45	3,688
5	Williston Park.....	114	80	13,230	11,894	1,129	428	325	111	28	6,590	15	(D)
6	Remainder of County.....	4,966	3,558	629,940	594,294	64,174	21,364	17,191	4,775	1,028	205,114	904	54,206
7	New York County (Manhattan Borough part of New York City)...	32,746	22,762	4,011,330	3,819,684	634,624	222,139	189,670	28,774	6,809	634,415	7,030	732,106
8	Niagara County.....	2,252	1,594	229,922	213,318	24,444	9,776	7,216	2,258	471	56,839	577	20,902
9	Lockport.....	398	294	43,354	40,622	4,561	1,787	1,357	369	83	11,258	85	2,905
10	Niagara Falls.....	1,217	863	128,823	119,641	14,719	6,037	4,530	1,232	245	31,795	348	13,267
11	North Tonawanda.....	282	192	30,524	28,602	2,879	983	698	285	68	7,906	70	2,019
12	Remainder of County.....	355	245	27,221	24,453	2,285	969	631	372	75	5,880	74	2,711
13	Oneida County.....	2,868	1,800	243,036	218,802	24,727	10,203	7,935	2,882	628	58,792	584	20,098
14	New York Mills.....	40	16	1,327	841	105	50	29	44	8	263	14	446
15	Rome.....	492	330	49,126	43,760	5,072	2,021	1,589	491	101	12,353	98	3,584
16	Utica.....	1,424	894	134,118	122,876	15,041	6,110	4,854	1,346	336	32,662	253	8,906
17	Whitesboro.....	83	43	5,088	4,292	456	209	139	86	15	911	13	708
18	Yorkville.....	45	27	4,033	3,695	403	153	120	45	12	372	10	591
19	Remainder of County.....	784	490	49,344	43,338	3,650	1,660	1,204	870	156	12,231	196	5,863
20	Onondaga County.....	3,872	2,564	449,358	421,926	54,308	21,318	16,417	3,894	813	108,841	826	41,145
21	Baldwinsville.....	112	62	9,869	9,225	779	311	249	117	20	3,006	21	584
22	East Syracuse.....	98	60	9,145	8,571	942	301	215	101	23	3,025	27	632
23	Payetteville.....	55	37	5,862	5,406	508	187	139	59	9	1,025	15	611
24	Liverpool.....	63	41	6,955	6,461	711	268	199	56	12	2,476	15	1,004
25	North Syracuse.....	Data for this area combined with Remainder of County.											
26	Solvay.....	106	70	8,920	8,162	587	251	175	107	24	5,150	28	771
27	Syracuse.....	2,634	1,800	338,287	320,747	44,374	17,338	13,482	2,601	575	68,812	548	30,417
28	Remainder of County.....	804	494	70,320	63,354	6,407	2,662	1,958	853	150	25,347	172	7,126
29	Ontario County.....	836	570	75,505	69,747	7,444	2,924	2,319	804	147	15,467	172	7,449
30	Canandaigua.....	191	143	19,175	18,077	2,039	767	605	160	29	4,646	35	1,673
31	Geneva.....	296	218	31,860	30,144	3,676	1,463	1,161	268	55	6,335	61	3,487
32	Remainder of County.....	349	209	24,470	21,526	1,729	694	553	376	63	4,486	76	2,289
33	Orange County.....	2,379	1,505	205,157	185,883	18,475	6,884	5,720	2,480	449	54,409	578	17,109
34	Goshen.....	77	43	6,461	5,521	419	165	132	92	8	1,230	17	565
35	Highland Falls.....	62	48	5,249	4,971	360	152	120	69	7	975	15	528
36	Middletown.....	375	261	36,960	34,930	4,070	1,505	1,232	381	62	7,979	90	2,231
37	Newburgh.....	780	474	71,228	64,158	7,014	2,506	2,077	800	166	16,465	150	4,902
38	Port Jervis.....	228	124	17,892	15,466	1,442	575	493	237	49	6,182	47	1,384
39	Walden.....	86	60	5,924	5,434	494	185	166	89	18	2,383	20	396
40	Warwick.....	64	50	5,893	5,611	490	190	161	65	12	1,513	16	481
41	Remainder of County.....	707	445	55,550	49,792	4,186	1,606	1,339	747	127	17,682	223	6,622
42	Orleans County.....	353	239	31,001	28,621	2,676	1,094	824	360	82	8,404	61	1,831
43	Albion.....	103	77	10,223	9,507	930	381	297	104	19	2,705	20	601
44	Medina.....	136	96	13,782	13,146	1,238	498	373	131	24	3,604	16	428
45	Remainder of County.....	114	66	6,996	5,968	508	215	154	125	39	2,095	25	802
46	Oswego County.....	1,014	640	70,348	62,928	6,120	2,503	2,019	1,001	205	18,903	230	5,630
47	Fulton.....	257	167	21,256	19,270	2,095	820	676	214	53	5,813	52	1,631
48	Oswego.....	337	215	24,695	22,177	2,226	949	753	339	81	7,627	81	1,784
49	Remainder of County.....	420	258	24,397	21,481	1,799	734	590	448	71	5,463	97	2,215
50	Otsego County.....	776	490	62,811	57,143	6,055	2,339	1,982	784	134	12,096	138	3,932
51	Cooperstown.....	93	59	7,817	7,205	678	272	243	113	16	1,506	9	335
52	Oneonta.....	292	188	28,152	26,174	3,373	1,340	1,126	279	37	5,381	52	1,821
53	Remainder of County.....	391	243	26,842	23,764	2,004	727	613	392	81	5,209	77	1,776
54	Putnam County.....	382	244	31,314	28,294	2,434	813	692	388	73	6,870	108	2,840
55	Queens County (Queens Borough part of New York City).....	15,866	10,308	1,576,565	1,447,627	163,180	55,555	44,477	15,799	4,869	543,251	2,840	142,896
56	Rensselaer County.....	1,687	987	137,131	122,081	14,328	5,605	4,492	1,714	446	37,049	342	10,964
57	Hosick Falls.....	90	56	6,005	5,483	423	179	146	102	17	1,701	17	336
58	Rensselaer.....	139	89	10,652	9,166	993	386	310	150	43	3,701	29	1,160
59	Troy.....	1,078	638	97,914	88,250	11,444	4,414	3,571	1,075	306	26,079	191	6,811
60	Remainder of County.....	380	204	22,560	19,182	1,468	626	465	387	80	5,568	105	2,657
61	Richmond County (Richmond Borough part of New York City).....	2,117	1,201	164,463	144,347	14,987	5,292	4,247	2,193	579	59,312	448	15,702
62	Rockland County.....	1,056	684	97,364	87,538	8,304	2,986	2,325	1,129	190	28,461	211	8,911
63	Haverstraw.....	140	88	13,168	11,922	1,130	380	293	147	31	4,431	28	820
64	Nyack.....	171	123	18,671	17,101	1,679	592	474	171	15	5,194	25	904
65	South Nyack.....	4	2	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
66	Spring Valley.....	154	100	16,331	15,031	1,259	421	341	167	44	4,467	24	1,155
67	Suffern.....	108	80	12,083	11,371	1,100	385	337	113	21	4,796	11	565
68	West Haverstraw.....	21	11	834	606	52	20	16	25	7	261	6	120
69	Remainder of County.....	458	280	(D)	(D)	(D)	(D)	(D)	(D)	71	(D)	117	5,347

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
1	(D)	2	(D)	4	56	1	(D)	9	393	3	139	2	(D)	7	333	2	(D)	
9	631	30	1,758	23	2,381	46	12,112	52	4,250	17	2,880	16	1,043	63	4,759	18	1,962	
6	466	19	612	11	1,120	2	(D)	18	1,939	15	1,355	5	(D)	34	3,138	15	2,904	
7	652	13	489	10	1,219	3	573	8	731	7	542	4	713	16	836	3	(D)	
127	25,671	345	32,911	269	27,263	176	86,975	518	42,959	301	50,898	181	18,892	757	63,607	360	21,444	
1,073	594,165	5,077	739,083	2,026	286,334	235	195,807	311	35,305	681	68,714	975	101,132	6,641	509,898	1,888	114,371	
55	19,792	177	15,651	132	10,467	89	39,178	232	14,559	118	24,604	60	6,548	281	19,480	60	1,902	
11	3,945	42	2,791	34	2,416	17	8,431	37	2,877	17	2,960	10	1,243	51	4,192	11	336	
22	14,149	112	11,908	66	6,572	35	20,104	111	6,996	39	8,248	32	3,636	171	10,862	36	1,286	
8	979	15	563	17	1,134	12	6,313	32	1,769	18	6,654	8	636	31	(D)	3	(D)	
14	719	8	389	15	345	25	4,330	52	2,917	44	6,742	10	1,033	28	(D)	10	(D)	
93	19,702	269	18,766	141	12,352	119	39,577	283	15,245	123	19,276	69	6,565	419	28,179	140	4,484	
...	...	3	14	3	(D)	1	(D)	6	174	2	(D)	1	(D)	2	(D)	
15	4,344	48	3,610	29	2,439	29	8,846	49	2,777	23	4,260	11	1,487	79	5,123	10	303	
45	13,224	188	13,871	67	7,719	44	21,125	94	6,652	42	8,590	41	3,582	222	14,299	92	3,488	
3	128	2	(D)	7	266	2	(D)	10	301	4	1,703	2	(D)	16	340	9	89	
...	...	1	(D)	2	(D)	6	858	5	803	1	(D)	1	(D)	5	(D)	2	(D)	
30	2,006	27	807	33	1,311	37	8,428	119	4,538	51	4,647	13	1,063	95	7,868	27	582	
99	53,108	275	34,609	165	17,819	170	87,008	378	22,581	178	26,532	104	12,087	559	33,746	305	11,882	
4	378	8	212	5	(D)	4	2,949	8	453	12	1,157	2	(D)	26	672	2	(D)	
1	(D)	2	(D)	2	(D)	6	(D)	10	697	8	913	2	(D)	12	394	5	38	
2	(D)	2	(D)	5	217	3	(D)	7	571	2	(D)	2	(D)	3	(D)	5	75	
2	(D)	2	(D)	2	(D)	4	(D)	7	640	6	(D)	1	(D)	12	395	
Data for this area combined with Remainder of County.																		
6	209	5	143	1	(D)	3	297	7	385	8	955	2	(D)	13	584	9	165	
58	50,016	228	32,791	119	15,343	114	70,294	232	14,410	75	13,469	71	8,021	388	24,620	226	10,094	
26	2,279	28	1,137	31	1,777	36	7,381	107	5,425	67	8,179	24	3,190	105	(D)	58	(D)	
28	4,539	60	3,914	47	3,209	55	16,253	92	4,289	58	7,837	20	1,897	133	9,461	24	1,190	
7	1,060	17	1,426	14	758	17	4,831	13	920	15	1,307	4	592	34	(D)	6	(D)	
9	2,951	35	2,360	21	1,940	14	6,296	17	862	13	2,598	9	922	52	3,571	10	538	
12	528	8	128	12	511	24	5,126	62	2,507	30	3,932	7	383	47	(D)	8	(D)	
81	14,864	221	12,962	116	10,237	116	38,516	209	9,472	117	15,543	60	4,820	352	24,352	80	2,873	
2	(D)	3	72	5	67	4	2,312	8	333	3	644	2	(D)	21	859	4	134	
3	211	6	248	1	(D)	6	2,350	2	(D)	3	148	1	(D)	15	434	3	(D)	
11	3,403	44	3,686	25	3,467	15	6,684	34	1,477	20	2,513	12	975	51	4,233	11	312	
19	7,905	120	7,123	42	4,058	40	13,330	54	3,022	25	5,451	18	1,410	109	6,063	37	1,499	
5	828	21	951	10	1,017	13	2,830	20	504	13	1,208	6	525	35	2,033	9	430	
5	229	6	233	6	319	1	(D)	4	252	3	256	3	108	18	1,251	2	(D)	
4	264	4	147	4	237	3	1,367	4	(D)	8	538	2	(D)	7	939	...	(D)	
32	(D)	17	502	23	(D)	34	(D)	83	3,522	42	4,785	16	1,326	96	8,540	14	368	
16	1,576	24	1,502	18	1,265	19	5,623	49	1,785	25	3,209	10	772	44	4,323	5	711	
2	(D)	12	778	7	556	8	(D)	11	631	9	1,306	3	211	12	531	
11	1,013	12	724	8	587	9	3,093	22	681	8	881	4	454	19	(D)	3	(D)	
3	(D)	3	122	2	(D)	16	473	8	1,022	3	107	13	(D)	2	(D)	
39	5,279	59	3,017	46	3,173	47	11,804	117	4,941	62	5,565	23	2,378	147	9,181	39	477	
9	2,052	20	1,027	15	1,476	11	3,703	28	1,512	15	1,358	4	490	36	2,100	14	94	
9	1,868	32	1,739	15	959	13	4,212	28	1,322	7	1,110	7	917	52	2,968	12	189	
21	1,359	7	251	16	738	23	3,889	61	2,107	40	3,097	12	971	59	4,113	13	194	
36	6,577	51	2,024	33	1,429	44	11,519	76	3,032	61	5,889	15	1,401	162	14,169	26	743	
5	448	10	269	6	259	11	2,204	2	(D)	4	700	2	(D)	28	1,669	...	(D)	
9	5,330	30	1,331	15	942	16	5,250	24	1,057	21	2,127	5	820	64	3,369	19	554	
22	799	11	424	12	228	17	4,065	50	(D)	36	2,892	8	(D)	70	9,131	7	(D)	
17	744	14	(D)	19	(D)	21	9,360	46	1,836	31	4,758	8	888	36	(D)	9	177	
470	107,423	1,401	116,749	768	91,138	330	218,685	804	65,302	578	59,168	666	39,515	2,101	149,554	1,039	42,884	
47	9,205	126	15,269	75	7,714	63	22,084	146	7,821	57	4,995	47	3,139	260	13,393	78	5,498	
5	270	5	(D)	3	223	9	1,982	13	418	3	238	5	213	12	511	1	(D)	
1	(D)	3	71	6	1,002	4	(D)	13	1,071	8	853	7	509	20	1,527	5	134	
27	7,441	116	15,075	58	6,258	35	15,144	73	4,002	25	2,147	30	2,188	164	7,673	53	5,096	
14	(D)	2	(D)	8	231	15	(D)	47	2,330	21	1,757	5	229	64	3,682	19	(D)	
83	8,118	149	10,550	87	7,200	65	25,971	125	6,113	92	6,640	70	4,575	330	17,639	89	2,643	
40	2,780	92	5,498	53	4,267	50	18,802	96	4,669	59	9,542	36	2,377	180	8,814	49	3,243	
12	697	9	558	4	829	6	2,110	10	364	6	1,872	5	376	22	828	7	283	
10	824	34	2,471	15	1,043	11	4,767	11	569	9	641	5	415	31	1,512	5	331	
...	
...	
7	356	12	566	7	761	8	5,056	8	397	6	1,747	5	306	22	799	11	721	
4	443	17	1,003	7	607	4	1,914	3	181	9	991	4	343	22	1,120	6	120	
...	
...	
7	460	20	900	18	(D)	20	(D)	64	3,158	29	4,291	16	(D)	78	4,416	18	(D)	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Sales	Establishments	Sales
1	St. Lawrence County.....	1,245	775	96,093	84,577	8,374	3,638	3,029	1,254	269	23,745	232	7,173
2	Canton.....	103	69	7,330	6,798	795	352	297	103	19	1,457	18	656
3	Gouverneur.....	99	73	11,788	11,206	1,218	487	425	97	19	2,867	15	721
4	Massena.....	238	162	21,982	19,928	1,906	855	707	242	58	5,367	41	1,578
5	Ogdensburg.....	235	143	19,360	17,236	1,893	826	689	218	50	5,021	35	956
6	Potsdam.....	120	98	14,900	14,372	1,488	635	520	105	21	3,629	26	996
7	Remainder of County.....	450	230	20,733	15,037	1,074	483	391	489	102	5,404	97	2,266
8	Saratoga County.....	1,092	648	72,228	63,662	6,206	2,455	1,966	1,174	218	21,182	286	8,065
9	Ballston Spa.....	138	76	9,776	8,488	775	277	232	131	40	3,214	27	567
10	Corinth.....	60	38	3,955	3,375	251	98	86	61	14	1,466	10	291
11	Mechanicville.....	169	85	11,573	9,995	1,017	474	369	192	31	3,166	39	888
12	Saratoga Springs.....	311	221	22,739	21,369	2,606	896	774	328	54	3,333	92	3,366
13	South Glens Falls.....	44	18	3,739	3,245	232	87	78	51	7	1,410	9	388
14	Watford.....	54	40	3,032	2,860	200	103	61	62	15	1,845	14	278
15	Remainder of County.....	316	170	17,414	14,330	1,125	520	366	349	57	6,748	95	2,287
16	Schenectady County.....	1,726	1,124	182,424	169,000	20,526	7,855	6,343	1,742	396	49,409	341	12,669
17	Schenectady.....	1,484	948	161,763	149,485	18,565	7,069	5,738	1,495	351	42,880	285	10,742
18	Scotia.....	109	85	12,635	12,317	1,214	449	349	106	23	5,097	17	800
19	Remainder of County.....	133	91	8,026	7,198	747	337	256	141	22	1,432	39	1,127
20	Schoharie County.....	335	205	24,649	21,731	1,850	717	600	370	60	4,850	61	1,413
21	Cobleskill.....	81	55	9,905	8,965	811	291	245	79	10	1,969	9	296
22	Remainder of County.....	254	150	14,744	12,766	1,039	426	355	291	50	2,881	52	1,117
23	Schuyler County.....	209	127	12,530	10,754	780	348	283	242	41	3,422	48	1,249
24	Watkins Glen.....	94	72	6,585	6,143	465	203	163	103	15	1,503	23	559
25	Remainder of County.....	115	55	5,945	4,611	315	145	120	139	26	1,919	25	690
26	Seneca County.....	382	246	27,055	24,285	2,127	871	666	399	64	6,830	90	2,718
27	Seneca Falls.....	126	92	10,496	9,988	973	380	290	122	24	3,027	35	873
28	Watertown.....	99	59	5,891	5,101	428	198	148	106	20	2,173	20	757
29	Remainder of County.....	157	95	10,668	9,196	726	293	228	171	20	1,630	35	1,088
30	Steuben County.....	1,024	772	87,267	81,263	7,903	3,398	2,686	1,045	203	22,422	208	6,697
31	Bath.....	127	109	13,867	13,565	1,284	527	419	120	17	2,729	20	847
32	Canisteo.....	49	33	2,935	2,577	214	90	75	46	16	981	6	152
33	Corning.....	226	184	23,570	22,414	2,294	914	736	241	39	6,273	52	1,844
34	Hornell.....	231	175	22,357	21,163	2,464	1,112	868	211	47	5,718	38	1,271
35	Remainder of County.....	391	271	24,538	21,544	1,647	755	588	427	84	6,721	92	2,583
36	Suffolk County.....	4,640	3,196	475,369	440,351	42,407	13,789	11,775	4,781	817	131,154	947	35,212
37	Amityville.....	194	128	24,714	22,630	2,239	624	544	193	31	5,360	26	1,134
38	Babylon.....	210	144	24,663	23,005	2,126	629	570	226	40	10,167	33	1,416
39	Greenport.....	85	63	6,560	6,056	647	201	173	87	13	3,029	16	850
40	Lindenhurst.....	197	133	20,469	18,915	1,600	591	452	222	32	7,842	49	1,584
41	Northport.....	81	59	7,443	6,929	663	206	180	79	13	2,046	17	549
42	Patchogue.....	271	189	36,378	34,338	3,478	1,157	984	286	42	9,015	39	1,259
43	Southampton.....	136	110	15,258	14,608	1,446	458	412	127	19	3,721	22	820
44	Remainder of County.....	3,466	2,370	339,884	313,870	30,208	9,923	8,460	3,561	627	89,974	745	27,600
45	Sullivan County.....	1,058	688	77,064	70,524	5,638	1,840	1,590	1,118	237	19,798	221	6,565
46	Liberty.....	149	105	14,984	13,936	1,295	511	395	146	26	3,658	24	1,229
47	Monticello.....	182	132	17,812	16,990	1,511	403	375	196	32	6,419	33	1,336
48	Remainder of County.....	727	451	44,268	39,598	2,832	926	820	776	179	9,521	164	4,000
49	Tioga County.....	356	230	31,383	27,751	2,213	901	720	369	63	7,459	53	1,449
50	Owego.....	107	73	10,449	9,293	866	340	283	115	17	2,469	11	389
51	Waverly.....	115	83	8,034	7,356	690	315	232	118	19	2,656	24	522
52	Remainder of County.....	134	74	12,900	11,102	637	246	205	136	27	2,334	18	538
53	Tompkins County.....	598	418	63,109	59,135	6,801	2,621	2,078	606	112	15,858	99	4,486
54	Ithaca.....	409	309	47,843	46,077	5,755	2,239	1,793	412	64	10,554	74	3,815
55	Remainder of County.....	189	109	15,266	13,058	1,046	382	285	194	48	5,304	25	671
56	Ulster County.....	1,519	869	110,426	96,826	9,406	3,662	3,057	1,596	314	27,183	337	9,177
57	Ellenville.....	120	90	10,592	9,838	902	322	282	129	20	2,884	21	501
58	Kingston.....	551	331	52,912	47,732	5,200	1,932	1,628	545	129	11,907	117	3,979
59	Saugerties.....	141	87	8,287	7,185	688	297	234	160	36	2,905	35	633
60	Remainder of County.....	707	361	38,635	32,071	2,616	1,111	913	762	129	9,487	164	4,064
61	Warren County.....	755	523	67,465	62,649	7,320	2,654	2,196	745	132	15,927	191	6,552
62	Glens Falls.....	380	274	43,598	41,186	5,226	1,965	1,704	353	72	10,703	68	2,427
63	Remainder of County.....	375	249	23,867	21,463	2,094	689	592	392	60	5,224	123	4,125
64	Washington County.....	670	368	38,420	32,372	2,665	1,164	952	692	180	11,116	138	3,089
65	Port Edward.....	81	37	4,259	3,227	280	110	100	89	30	1,639	18	356
66	Cranville.....	84	54	6,134	5,942	464	207	161	86	15	1,538	19	438
67	Hudson Falls.....	141	69	7,248	5,912	597	260	214	142	42	2,427	27	673
68	Whitehall.....	94	54	5,278	4,520	343	166	127	97	20	1,421	21	442
69	Remainder of County.....	270	154	15,501	13,221	981	421	350	278	73	4,091	53	1,180
70	Wayne County.....	859	573	120,756	114,746	9,693	3,489	2,792	885	148	15,193	155	4,376
71	Lync.....	95	67	6,923	6,423	530	231	169	104	15	1,462	15	506
72	Newark.....	195	129	46,872	46,830	4,196	2,028	1,674	178	23	3,895	29	1,097
73	Palmyra.....	98	66	8,140	7,520	555	227	152	101	11	1,774	21	539
74	Remainder of County.....	471	311	35,821	32,493	2,412	1,003	797	502	99	8,362	90	2,234

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Data for Newark in 1954 are not comparable to 1948 data.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matts., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
67	8,054	87	5,678	53	3,373	61	18,272	173	5,999	79	7,412	21	2,266	173	12,987	30	1,134	1	
4	211	8	429	5	140	8	913	9	643	9	1,130	2	(D)	18	973	3	(D)	2	
6	936	6	741	5	484	6	2,664	14	519	10	1,142	2	(D)	14	1,004	2	(D)	3	
6	1,419	22	1,743	15	1,030	17	5,417	21	1,134	12	1,313	3	(D)	36	2,283	7	(D)	4	
11	1,997	27	1,524	15	1,185	14	4,153	33	1,155	13	993	4	377	28	1,836	5	163	5	
5	1,430	14	935	4	305	8	2,970	15	693	3	1,167	2	(D)	21	2,223	1	(D)	6	
35	2,061	10	306	9	229	8	1,955	81	1,855	32	1,667	8	210	56	4,668	12	112	7	
41	3,211	65	2,949	60	2,608	45	13,244	118	4,699	49	4,996	22	1,729	168	9,137	20	408	8	
6	232	10	495	11	342	4	21,086	9	276	5	929	2	(D)	19	(D)	5	141	9	
2	(D)	5	143	2	(D)	5	(D)	4	279	4	161	2	(D)	12	434	10	
5	584	16	725	6	313	8	2,639	18	697	8	951	4	279	32	(D)	2	(D)	11	
8	1,675	28	1,410	20	1,355	13	5,657	23	1,410	9	1,037	7	687	51	(D)	6	(D)	12	
...	5	110	1	(D)	6	234	4	257	12	(D)	13	
2	(D)	3	39	2	(D)	3	164	4	256	2	(D)	6	208	3	67	14	
18	651	3	137	14	310	14	1,635	55	1,908	15	1,405	5	339	36	1,968	4	26	15	
38	21,465	140	13,827	82	8,136	69	24,818	140	8,847	88	12,785	53	4,889	294	18,389	85	7,190	16	
35	21,366	135	13,684	72	7,398	58	22,034	108	7,086	71	11,269	45	4,167	255	15,200	69	5,937	17	
2	(D)	5	143	1	(D)	9	(D)	16	962	6	403	6	(D)	15	1,790	9	(D)	18	
1	(D)	9	(D)	2	(D)	16	799	11	1,113	2	(D)	24	1,399	7	(D)	19	
26	1,652	9	386	15	578	24	5,274	55	2,114	28	2,384	5	397	47	5,503	5	98	20	
4	690	5	267	7	265	8	1,760	10	729	5	1,035	2	(D)	18	2,610	3	(D)	21	
22	962	4	119	8	313	16	3,514	45	1,385	23	1,349	3	(D)	29	2,893	2	(D)	22	
5	264	10	407	16	570	14	2,962	27	1,046	14	1,046	3	194	21	1,236	10	134	23	
1	(D)	6	247	7	243	8	2,330	9	454	6	380	2	(D)	15	611	2	(D)	24	
4	(D)	4	160	9	327	6	632	18	592	8	666	1	(D)	6	625	8	(D)	25	
7	546	25	1,004	27	850	22	6,656	58	2,945	27	2,002	8	802	46	2,666	8	36	26	
2	(D)	13	658	10	534	7	2,551	12	668	7	579	1	(D)	13	802	2	(D)	27	
3	101	6	169	4	116	3	694	12	781	5	252	2	(D)	18	640	6	(D)	28	
2	(D)	6	177	13	200	12	3,411	34	1,496	15	1,171	5	(D)	15	1,224	29	
42	6,545	85	5,512	52	3,818	72	18,148	94	5,878	67	7,493	21	2,008	163	8,348	17	398	30	
7	895	14	1,121	5	629	13	4,082	13	661	9	1,119	3	230	24	(D)	2	(D)	31	
...	...	3	120	3	231	5	224	3	243	1	(D)	12	(D)	32	
11	2,441	29	1,839	16	1,209	16	6,013	18	1,365	4	437	6	(D)	33	1,443	2	(D)	33	
6	2,098	26	2,031	15	1,300	20	4,097	16	1,149	14	2,464	3	527	40	1,487	6	215	34	
18	1,111	13	401	13	449	23	3,956	42	2,479	37	3,230	8	426	54	3,105	7	77	35	
162	20,316	383	25,789	228	17,763	246	77,632	511	26,423	302	59,746	115	11,018	726	60,814	203	9,502	36	
2	(D)	20	1,197	8	549	18	8,880	13	581	16	2,121	4	(D)	37	3,548	19	561	37	
10	537	23	1,004	14	914	16	4,883	9	623	9	1,167	7	708	44	3,093	5	151	38	
2	(D)	13	536	4	206	3	312	5	229	6	(D)	4	79	16	760	3	72	39	
4	344	17	1,594	8	671	4	221	20	1,128	20	3,323	4	550	22	2,293	17	919	40	
2	(D)	3	379	4	148	4	1,787	11	284	4	(D)	1	(D)	15	1,134	7	285	41	
12	4,584	38	2,862	18	1,947	16	6,128	25	1,205	12	2,102	9	745	47	5,663	13	868	42	
3	737	18	1,137	6	260	10	3,945	14	546	6	1,807	3	420	31	1,757	4	108	43	
127	13,469	251	17,080	166	13,068	175	51,476	414	21,827	229	48,261	83	8,025	514	42,566	135	6,538	44	
69	2,666	55	3,486	39	2,399	52	12,647	113	3,306	64	7,585	34	2,402	134	15,103	40	1,102	45	
8	353	17	1,353	3	667	10	2,879	15	570	6	1,188	6	410	26	2,357	8	120	46	
8	397	16	1,216	12	543	11	3,892	12	496	15	1,726	6	528	26	983	11	276	47	
53	1,916	22	917	24	1,189	31	5,876	86	2,140	43	4,671	22	1,464	82	11,768	21	706	48	
20	1,414	27	1,172	19	650	25	5,282	59	2,501	22	2,107	7	446	53	8,733	8	179	49	
5	497	12	(D)	6	176	10	2,545	18	967	9	956	2	(D)	17	1,768	50	
3	(D)	14	623	8	368	8	1,228	14	787	4	382	4	207	13	597	4	(D)	51	
12	(D)	1	(D)	5	106	7	1,509	27	747	9	769	1	(D)	23	6,368	4	(D)	52	
18	5,555	51	3,493	37	2,548	35	10,956	61	4,146	33	4,356	14	2,058	122	9,307	16	346	53	
13	5,231	43	3,330	26	2,089	22	9,091	44	3,328	16	2,678	11	1,279	90	6,332	6	116	54	
5	324	8	163	11	459	13	1,665	17	818	17	1,678	3	779	32	2,975	10	230	55	
76	8,051	106	5,524	82	4,387	57	16,508	163	6,425	77	12,937	43	2,941	216	16,172	48	1,121	56	
6	293	11	442	12	768	8	1,883	6	328	9	1,773	5	(D)	21	1,334	1	(D)	57	
21	5,562	66	4,302	35	2,488	19	8,820	37	2,070	22	6,219	16	1,491	69	5,561	20	513	58	
4	629	13	434	1	363	3	1,432	12	553	6	463	3	(D)	12	392	6	(D)	59	
45	1,567	16	346	24	768	27	4,373	108	3,474	40	4,482	19	930	114	8,885	21	259	60	
32	6,449	58	5,157	46	3,013	50	13,876	65	2,931	24	5,052	26	2,110	105	5,202	26	836	61	
8	5,681	46	5,176	30	2,630	21	6,683	23	1,559	12	3,057	14	1,334	69	3,662	17	686	62	
24	768	12	341	16	383	29	7,193	42	1,372	12	1,995	12	776	36	1,540	9	150	63	
24	14,884	32	1,191	19	785	29	4,453	80	3,289	38	3,340	19	1,019	96	8,311	15	343	64	
2	(D)	5	146	2	(D)	1	(D)	12	400	2	(D)	9	1,154	65	
5	(D)	4	246	1	(D)	7	923	9	340	5	528	2	(D)	15	1,702	2	(D)	66	
2	(D)	8	426	7	231	4	226	24	988	5	(D)	4	335	16	933	2	(D)	67	
2	(D)	5	163	4	(D)	7	1,160	11	491	3	318	2	(D)	16	643	3	86	68	
13	577	10	210	5	168	10	(D)	24	1,070	25	(D)	9	356	40	3,879	8	225	69	
35	3,621	51	2,159	41	2,610	92	16,780	75	3,513	77	7,448	16	(D)	118	10,111	51	(D)	70	
3	(D)	8	303	9	758	12	1,683	9	255	5	715	2	(D)	13	757	4	(D)	71	
5	1,570	15	861	13	935	24	5,257	12	745	7	782	3	(D)	29	1,411	35	(D)	72	
2	(D)	8	307	7	512	8	2,096	9	553	8	513	2	(D)	22	1,556		

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

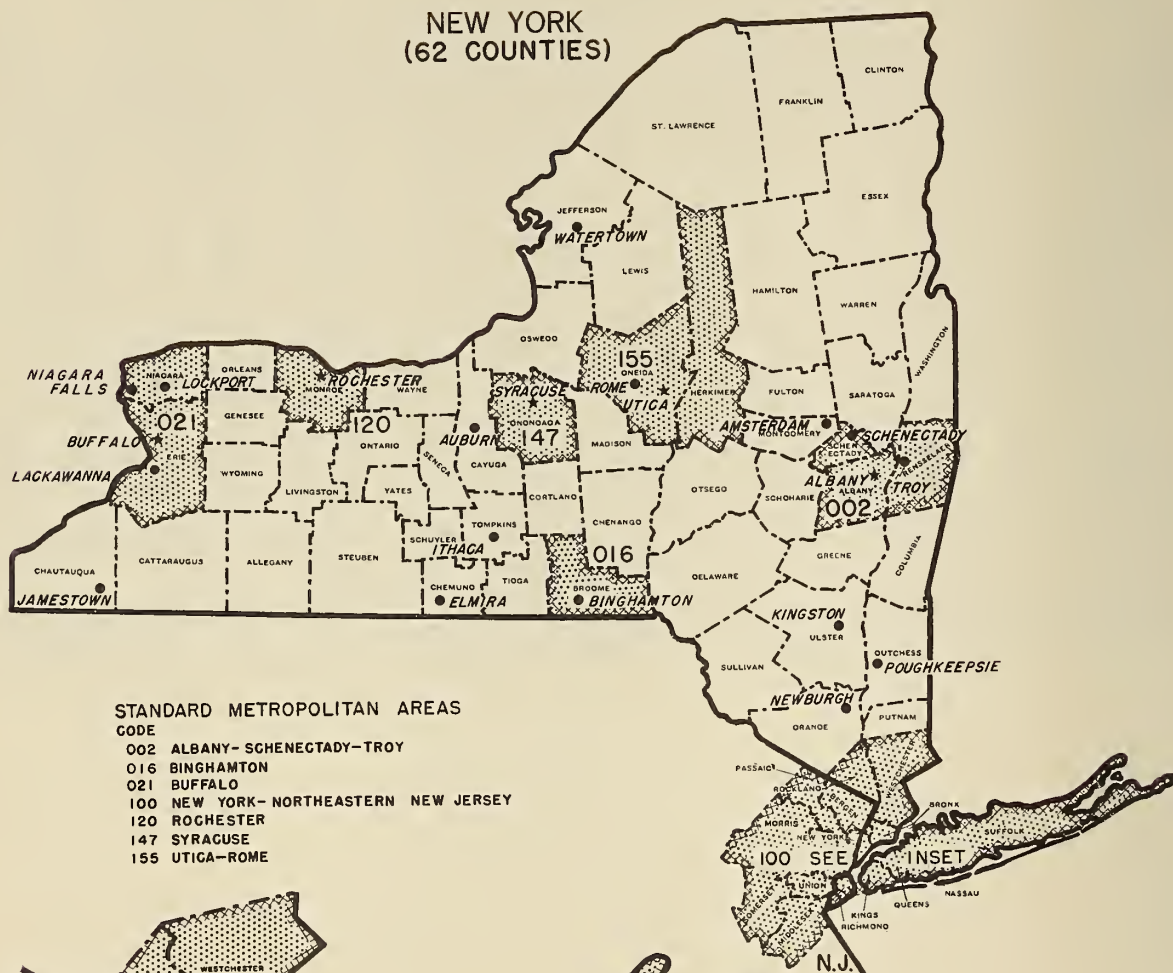
Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total	With payroll	Total, all establish- ments	Establish- ments with payroll		Total	Full workweek		Estab- lish- ments	Sales	Estab- lish- ments	Sales
1	Westchester County.....	8,031	5,691	894,243	836,703	95,727	32,602	26,611	7,737	1,633	243,319	1,448	70,937
2	Bronville.....	146	120	17,522	16,808	2,342	759	644	133	25	6,656	20	1,779
3	Croton on Hudson.....	52	40	4,301	3,965	342	115	99	50	8	1,570	13	495
4	Dobbs Ferry.....	68	46	8,721	7,945	708	230	179	61	11	3,741	12	457
5	Elmsford.....	52	38	4,543	3,973	457	157	131	55	11	1,634	17	1,132
6	Hastings on Hudson.....	Data for this area combined with Remainder of County.											
7	Irvington.....	35	17	2,788	2,358	331	96	83	37	9	1,062	8	599
8	Larchmont.....	176	132	19,411	18,551	2,055	633	516	162	27	6,648	27	1,452
9	Mamaroneck.....	221	159	20,957	19,443	2,167	757	637	222	38	6,033	47	2,903
10	Mount Kisco.....	142	112	23,827	23,137	2,499	673	558	125	20	6,512	18	811
11	Mount Vernon.....	961	681	93,562	87,142	9,969	3,038	2,565	961	225	24,110	143	5,888
12	New Rochelle.....	767	553	101,221	95,713	11,234	3,952	3,126	718	138	21,530	123	6,834
13	North Pelham.....	Data for this area combined with Remainder of County.											
14	North Tarrytown.....	63	49	7,321	6,903	605	195	168	64	12	1,454	24	976
15	Ossining.....	213	149	21,915	20,147	2,297	688	590	219	35	6,989	41	1,607
16	Peekskill.....	343	247	39,308	36,512	4,328	1,374	1,152	326	64	10,848	79	2,482
17	Pelham Manor.....	Data for this area combined with Remainder of County.											
18	Pleasantville.....	75	59	8,659	8,495	938	260	236	63	13	3,033	11	603
19	Port Chester.....	449	309	37,738	34,384	3,837	1,328	1,119	455	88	11,504	84	3,679
20	Rye.....	149	111	16,839	15,997	1,781	540	444	143	19	5,766	29	1,341
21	Scarsdale.....	149	127	24,355	23,675	2,673	1,048	820	130	29	6,566	21	1,576
22	Tarrytown.....	135	91	14,029	12,775	1,446	527	406	133	21	5,764	33	1,724
23	Tuckahoe.....	130	94	15,461	14,475	1,421	476	370	133	32	4,823	27	1,291
24	White Plains.....	949	705	162,163	156,197	19,970	6,761	5,490	810	145	26,039	144	9,441
25	Yonkers.....	1,741	1,171	164,273	150,785	15,913	6,181	4,968	1,695	462	52,436	298	14,934
26	Remainder of County.....	1,015	681	85,329	77,323	8,414	2,814	2,310	1,042	201	28,601	229	8,933
27	Wyoming County.....	392	266	33,962	31,244	2,522	1,064	811	416	74	7,585	62	1,773
28	Attica.....	53	39	4,961	4,731	401	157	120	57	13	1,309	9	279
29	Perry.....	94	62	7,656	6,872	579	247	179	103	21	2,024	9	246
30	Warsaw.....	81	57	7,822	7,430	724	302	233	74	12	1,541	22	626
31	Remainder of County.....	164	108	13,523	12,211	818	358	279	182	28	2,711	22	622
32	Kates County.....	222	158	18,933	17,155	1,490	608	504	235	43	5,282	31	1,027
33	Penn Yan.....	148	106	12,511	11,347	1,117	445	374	156	23	3,022	23	696
34	Remainder of County.....	74	52	6,422	5,808	373	163	130	79	20	2,260	8	331

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. . . . Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establish-ments (Number)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	Establish-ments (No.)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	Establish-ments (No.)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	
232	60,546	849	81,766	507	52,131	260	154,073	702	46,817	307	43,092	290	22,044	1,393	93,468	410	26,070	1
2	(D)	23	1,590	4	252	1	(D)	16	1,574	***	***	7	977	36	2,812	12	174	2
1	(D)	1	(D)	6	296	1	(D)	8	326	3	738	3	210	8	206	***	***	3
1	(D)	4	98	5	186	2	(D)	6	329	4	331	4	244	17	1,494	2	(D)	4
1	(D)	***	***	***	***	***	***	7	709	1	(D)	2	(D)	11	410	2	(D)	5
Data for this area combined with Remainder of County.																		6
***	***	2	(D)	2	(D)	1	(D)	3	179	1	(D)	2	(D)	6	246	1	(D)	7
4	183	16	845	14	1,503	4	4,097	15	1,160	5	354	5	457	51	2,559	8	153	8
4	333	17	1,047	16	655	8	2,773	28	1,186	10	1,149	8	700	42	2,380	3	1,798	9
4	354	13	1,675	12	1,047	14	6,579	10	648	7	1,908	3	322	33	3,655	8	316	10
32	4,119	106	7,937	67	7,338	31	18,748	73	3,532	37	3,541	37	2,115	152	12,789	58	3,445	11
18	9,296	111	12,341	52	5,479	30	24,864	44	3,337	31	3,965	25	2,097	140	7,295	55	4,183	12
Data for this area combined with Remainder of County.																		13
1	(D)	2	(D)	***	***	4	2,789	7	540	***	***	1	(D)	9	1,234	3	(D)	14
7	789	25	1,230	7	1,218	12	4,681	22	1,002	12	917	9	491	36	2,866	9	125	15
17	2,643	40	4,170	19	2,367	12	6,889	28	1,604	19	3,228	9	1,179	44	2,970	12	928	16
Data for this area combined with Remainder of County.																		17
3	(D)	11	1,137	3	204	4	1,353	10	604	3	764	2	(D)	10	559	5	74	18
17	2,343	51	3,719	22	2,771	13	3,663	37	1,690	14	2,139	13	1,075	70	3,928	40	1,227	19
3	(D)	15	390	8	(D)	11	4,365	15	852	6	393	7	596	29	2,336	7	78	20
8	(D)	12	639	6	387	3	(D)	17	1,853	8	1,852	8	908	31	1,698	6	104	21
3	(D)	16	893	10	1,111	7	1,267	7	221	6	(D)	6	566	22	1,047	4	231	22
2	(D)	3	(D)	6	398	6	5,334	16	994	4	463	7	480	18	932	9	198	23
31	24,244	145	25,544	88	14,198	29	25,776	71	5,489	44	6,511	20	1,928	189	15,402	43	7,591	24
50	6,585	186	15,821	104	9,535	47	28,810	118	8,885	50	5,795	73	4,343	272	14,593	81	2,536	25
23	1,064	52	2,223	56	2,568	20	6,634	144	10,103	42	8,128	39	2,891	167	12,057	42	2,127	26
29	2,173	24	1,107	18	1,069	26	8,185	43	1,998	38	3,648	10	744	57	5,586	11	94	27
***	***	3	90	2	(D)	3	1,540	8	425	5	293	2	(D)	8	714	***	***	28
3	397	9	441	6	325	8	1,837	7	526	7	644	2	(D)	22	(D)	***	***	29
2	(D)	9	435	2	(D)	7	2,297	7	480	7	801	2	(D)	9	796	2	(D)	30
24	(D)	3	141	8	299	8	2,511	21	567	19	1,910	4	247	18	(D)	9	(D)	31
11	1,186	13	509	8	623	19	4,444	27	1,291	22	1,675	4	(D)	42	2,424	2	(D)	32
5	870	10	383	5	480	13	3,128	15	819	15	1,173	3	335	36	1,605	***	***	33
6	316	3	126	3	143	6	1,316	12	472	7	502	1	(D)	6	819	2	(D)	34

NEW YORK (62 COUNTIES)



STANDARD METROPOLITAN AREAS CODE

- 002 ALBANY-SCHENECTADY-TROY
- 016 BINGHAMTON
- 021 BUFFALO
- 100 NEW YORK-NORTHEASTERN NEW JERSEY
- 120 ROCHESTER
- 147 SYRACUSE
- 155 UTICA-ROME



INSET

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| Retail Trade
<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | Wholesale Trade
<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | Selected Service Trades
<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
|---|--|--|
- ☐ Public Merchandise Warehouses
☐ 1954 Census of Business—Puerto Rico

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

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1954 Census of Business

RETAIL TRADE

BUREAU OF THE CENSUS
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Series: PR-1-33

NORTH CAROLINA

The 1954 Census of Business along with the 1954 Censuses of Manufactures and Mineral Industries was taken under the provisions of Public Law 740-83rd Congress, approved August 31, 1954. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—those with any paid employment during 1954, i. e., the “employer” universe, and those with no paid employment during

1954, i. e., the “non-employer” universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of “Employers”

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of “Non-Employers”

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “non-employer” segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

1954 Census of Business--Retail Trade

ERRATA SHEET NO. 2a - PRELIMINARY REPORT, PR-1-33, NORTH CAROLINA

Note - This sheet replaces Errata Sheet No. 2

The figures for places and kinds of business indicated below should be revised from those published in Series PR-1-33, North Carolina, for the 1954 Census of Business--Retail Trade.

The final reports covering these places and kinds of business, as well as for other places and kinds of business, are subject to further revisions.

<u>Page No.</u>	<u>Line No.</u>	<u>Column Title</u>	<u>from--</u>	<u>to--</u>
4	20	Establishments, total.....	1,194	1,196
4	20	Establishments, with payroll.....	762	764
4	20	Sales, total all establishments.....	118,938	120,506
4	20	Sales, establishments with payroll...	111,168	112,736
4	20	Payroll, entire year.....	12,508	12,638
4	20	Paid employees, total.....	5,476	5,552
4	20	Paid employees, full workweek.....	4,599	4,659
5	20	Drug stores, establishments.....	43	45
5	20	Drug stores, sales.....	3,356	4,924
4	21	Establishments, total.....	844	846
4	21	Establishments, with payroll.....	590	592
4	21	Sales, total all establishments.....	99,464	101,032
4	21	Sales, establishments with payroll...	95,282	96,850
4	21	Payroll, entire year.....	11,063	11,193
4	21	Paid employees, total.....	4,799	4,875
4	21	Paid employees, full workweek.....	4,003	4,063
5	21	Drug stores, establishments.....	32	34
5	21	Drug stores, sales.....	2,536	4,104
6	7	Establishments, total.....	962	963
6	7	Establishments, with payroll.....	634	635
6	7	Sales, total all establishments.....	102,288	103,072
6	7	Sales, establishments with payroll...	96,964	97,748
6	7	Payroll, entire year.....	11,912	11,977
6	7	Paid employees, total.....	5,373	5,411
6	7	Paid employees, full workweek.....	4,373	4,403
7	7	Drug stores, establishments.....	26	27
7	7	Drug stores, sales.....	2,773	3,557
6	8	Establishments, total.....	853	854
6	8	Establishments, with payroll.....	567	568
6	8	Sales, total all establishments.....	97,290	98,074
6	8	Sales, establishments with payroll...	92,642	93,426
6	8	Payroll, entire year.....	11,345	11,410
6	8	Paid employees, total.....	5,095	5,133
6	8	Paid employees, full workweek.....	4,147	4,177
7	8	Drug stores, establishments.....	25	26
6	14	Establishments, total.....	1,435	1,436
6	14	Establishments, with payroll.....	899	900
6	14	Sales, total all establishments.....	155,394	156,178
6	14	Sales, establishments with payroll...	144,644	145,428
6	14	Payroll, entire year.....	17,277	17,345
6	14	Paid employees, total.....	7,610	7,650
6	14	Paid employees, full workweek.....	6,155	6,187
7	14	Drug stores, establishments.....	35	36
7	14	Drug stores, sales.....	4,037	4,821
6	15	Establishments, total.....	1,084	1,085
6	15	Establishments, with payroll.....	748	749
6	15	Sales, total all establishments.....	136,682	137,466

<u>Page No.</u>	<u>Line No.</u>	<u>Column Title</u>	<u>from--</u>	<u>to--</u>
6	15	Sales, establishments with payroll....	130,140	130,924
6	15	Payroll, entire year.....	16,075	16,143
6	15	Paid employees, total.....	7,052	7,092
6	15	Paid employees, full workweek.....	5,728	5,760
7	15	Drug stores, establishments.....	31	32
7	15	Drug stores, sales.....	3,716	4,500
6	32	Establishments, total.....	2,081	2,082
6	32	Establishments, with payroll.....	1,321	1,322
6	32	Sales, total all establishments.....	246,724	247,508
6	32	Sales, establishments with payroll....	230,440	231,224
6	32	Payroll, entire year.....	28,171	28,236
6	32	Paid employees, total.....	11,872	11,910
6	32	Paid employees, full workweek.....	9,286	9,316
7	32	Drug stores, establishments.....	60	61
7	32	Drug stores, sales.....	6,011	6,795
6	34	Establishments, total.....	639	640
6	34	Establishments, with payroll.....	405	406
6	34	Sales, total all establishments.....	59,484	60,268
6	34	Sales, establishments with payroll....	54,410	55,194
6	34	Payroll, entire year.....	6,083	6,148
6	34	Paid employees, total.....	2,646	2,684
6	34	Paid employees, full workweek.....	2,055	2,085
7	34	Drug stores, establishments.....	18	19
7	34	Drug stores, sales.....	1,921	2,705
8	12	Establishments, total.....	1,904	1,898
8	12	Establishments, with payroll.....	1,254	1,248
8	12	Sales, total all establishments.....	267,595	262,891
8	12	Sales, establishments with payroll....	255,361	250,657
8	12	Payroll, entire year.....	32,313	31,920
8	12	Paid employees, total.....	13,519	13,289
8	12	Paid employees, full workweek.....	11,453	11,271
9	12	Drug stores, establishments.....	65	59
9	12	Drug stores, sales.....	14,895	10,191
8	13	Establishments, total.....	1,631	1,625
8	13	Establishments, with payroll.....	1,079	1,073
8	13	Sales, total all establishments.....	248,172	243,468
8	13	Sales, establishments with payroll....	237,964	233,260
8	13	Payroll, entire year.....	30,798	30,405
8	13	Paid employees, total.....	12,861	12,631
8	13	Paid employees, full workweek.....	10,923	10,741
9	13	Drug stores, establishments.....	59	53
9	13	Drug stores, sales.....	14,685	9,981
10	31	Establishments, total.....	1,366	1,367
10	31	Establishments, with payroll.....	882	883
10	31	Sales, total all establishments.....	153,253	154,037
10	31	Sales, establishments with payroll....	143,681	144,465
10	31	Payroll, entire year.....	17,369	17,434
10	31	Paid employees, total.....	7,707	7,745
10	31	Paid employees, full workweek.....	6,317	6,347
11	31	Drug stores, establishments.....	44	45
11	31	Drug stores, sales.....	3,985	4,769
10	32	Establishments, total.....	814	815
10	32	Establishments, with payroll.....	582	583
10	32	Sales, total all establishments.....	112,102	112,886
10	32	Sales, establishments with payroll....	107,472	108,256
10	32	Payroll, entire year.....	14,242	14,307
10	32	Paid employees, total.....	6,132	6,170
10	32	Paid employees, full workweek.....	5,063	5,093
11	32	Drug stores, establishments.....	27	28
11	32	Drug stores, sales.....	2,951	3,735

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

NORTE CAROLINA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total (\$1,000)	With payroll (\$1,000)	Total (Number)	With payroll (Number)	Total (\$1,000)	With payroll (\$1,000)
Total.....	38,056	22,004	3,230,610	2,919,538	40,848	22,281	2,241,696	2,057,168
Food stores.....	10,585	3,993	707,853	571,885	15,305	5,169	477,797	378,483
Eating, drinking places.....	4,132	2,914	136,345	120,061	5,439	3,132	92,122	80,904
General merchandise group.....	2,906	1,784	395,172	369,576	2,552	1,626	319,155	304,870
Apparel, accessories stores.....	2,331	2,055	196,654	191,686	1,883	1,618	160,010	156,250
Furniture, home furnishings, appliance dealers.....	2,123	1,661	177,308	170,054	1,853	1,521	134,482	130,098
Automotive group.....	2,195	1,691	609,254	594,652	1,907	1,689	393,912	388,233
Gasoline service stations.....	5,176	2,822	245,354	191,984	6,164	2,898	140,200	108,976
Lumber, bldg. matls., hardware, farm equipment dealers..	1,660	1,326	255,136	247,422	1,395	1,216	186,087	182,275
Drug stores, proprietary stores.....	1,020	922	95,310	93,270	983	905	66,859	65,757
Other retail stores.....	4,488	2,602	330,959	301,321	3,260	2,412	224,613	214,935
Nonstore retailers.....	1,440	234	81,265	67,627	107	95	46,459	46,387

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total	With payroll	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total	Full workweek		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	North Carolina, total.....	38,036	22,004	3,230,610	2,919,538	312,189	144,735	116,288	37,732	10,585	707,853	4,132	136,345
2	Alamance County.....	811	475	65,395	59,361	6,705	2,867	2,331	805	219	15,912	100	3,394
3	Burlington.....	481	305	45,983	42,771	5,163	2,153	1,752	443	102	9,745	60	2,058
4	Graham.....	103	51	7,518	6,616	609	282	221	110	37	2,439	12	327
5	Remainder of County.....	227	119	11,894	9,974	933	432	358	252	80	3,728	28	1,009
6	Alexander County.....	126	56	7,474	5,848	434	206	170	129	32	1,805	8	98
7	Alleghany County.....	64	32	3,480	2,966	216	141	108	70	18	471	14	167
8	Anson County.....	191	99	11,887	9,967	1,037	558	393	182	61	2,638	14	398
9	Wedgeboro.....	104	68	8,655	7,731	874	478	324	92	25	1,694	11	226
10	Remainder of County.....	87	31	3,252	2,236	163	80	69	90	36	944	3	172
11	Ashe County.....	130	54	5,941	4,485	314	215	169	151	39	961	5	79
12	Avery County.....	101	23	2,831	1,611	111	88	74	111	16	340	6	85
13	Beaufort County.....	432	236	28,332	24,462	2,294	1,181	950	427	139	6,644	46	924
14	Belhaven.....	60	44	3,487	3,201	247	159	108	63	13	785	9	111
15	Washington.....	242	142	20,221	18,647	1,864	924	769	238	73	4,515	28	670
16	Remainder of County.....	130	50	4,624	2,614	183	98	73	126	53	1,344	9	143
17	Bertie County.....	239	103	12,225	9,607	892	404	314	248	74	2,425	7	81
18	Bladen County.....	196	112	15,385	13,835	1,188	580	458	186	61	2,906	7	107
19	Brunswick County.....	152	58	6,074	4,434	283	166	142	165	63	1,677	14	316
20	Buncombe County.....	1,194	762	118,938	111,168	12,508	5,476	4,599	1,114	299	26,118	172	5,273
21	Asheville.....	844	590	99,464	95,282	11,063	4,799	4,003	749	180	19,981	125	4,011
22	Remainder of County.....	350	172	19,474	15,886	1,445	677	596	365	119	6,137	47	1,262
23	Burke County.....	384	188	22,914	19,368	1,963	962	706	411	134	6,638	26	877
24	Morganton.....	214	118	16,155	14,617	1,525	736	534	214	68	4,037	16	515
25	Valdese.....	98	40	3,326	3,052	329	157	117	63	11	959	4	127
26	Remainder of County.....	112	30	3,433	1,699	109	69	55	134	55	1,642	6	235
27	Cabarrus County.....	647	399	54,609	49,203	5,246	2,431	1,913	605	186	14,639	58	1,850
28	Concord.....	308	174	25,440	22,918	2,595	1,192	927	292	92	5,822	37	1,319
29	Remainder of County.....	339	225	29,169	26,285	2,651	1,239	986	313	94	8,817	21	531
30	Caldwell County.....	361	167	24,143	20,563	1,945	1,043	723	367	111	6,885	31	680
31	Lenoir.....	187	101	14,505	12,865	1,337	764	497	190	42	4,158	21	462
32	Remainder of County.....	174	66	9,640	7,698	608	279	226	177	69	2,727	10	218
33	Camden County.....	23	7	903	529	24	17	7	24	19	485	2	(0)
34	Carteret County.....	308	156	18,772	16,286	1,498	709	538	324	91	5,291	44	1,207
35	Beaufort.....	78	44	4,957	4,449	435	196	136	77	25	1,926	8	125
36	Morehead City.....	88	64	9,145	8,559	835	395	305	96	19	2,344	18	620
37	Remainder of County.....	142	48	4,670	3,278	228	118	97	151	47	1,021	18	462
38	Ceswell County.....	133	33	5,415	3,409	237	113	99	140	31	931	7	76
39	Catawba County.....	705	413	59,854	53,688	5,514	2,797	2,116	686	163	14,900	69	2,597
40	Hickory.....	331	215	35,991	33,735	3,927	1,990	1,478	284	66	8,706	35	1,408
41	Newton.....	145	87	12,305	10,689	851	432	329	150	31	2,591	15	288
42	Remainder of County.....	229	111	11,558	9,264	736	375	309	252	66	3,603	19	701
43	Chatham County.....	274	124	18,211	15,043	1,274	586	495	290	79	3,361	16	471
44	Siler City.....	105	65	10,796	9,692	851	390	317	104	22	1,501	4	200
45	Remainder of County.....	169	59	7,415	5,351	423	196	178	186	57	1,860	12	271
46	Cherokee County.....	173	91	10,093	8,691	666	366	337	184	55	2,162	14	311
47	Chowan County.....	107	57	8,675	7,617	822	383	304	108	26	2,124	5	199
48	Edenton.....	82	48	7,204	6,420	627	323	254	83	17	1,817	5	(D)
49	Remainder of County.....	25	9	1,471	1,197	195	60	50	25	9	307	...	(0)
50	Clay County.....	45	21	2,634	2,180	80	43	36	46	15	433	1	(0)
51	Cleveland County.....	520	302	41,614	37,212	3,695	1,797	1,432	544	180	9,849	31	986
52	Kings Mountain.....	114	60	7,993	6,815	600	312	238	118	56	2,419	7	205
53	Shelby.....	271	163	26,159	24,023	2,570	1,186	953	257	72	5,595	18	575
54	Remainder of County.....	135	79	7,462	6,374	525	299	241	169	52	1,835	6	206
55	Columbus County.....	412	224	32,599	29,379	2,642	1,214	980	412	119	6,375	31	650
56	Whiteville.....	143	95	15,540	14,826	1,510	665	543	137	28	2,478	14	358
57	Remainder of County.....	269	129	17,059	14,553	1,132	549	437	275	91	3,897	17	292
58	Creven County.....	471	277	40,696	37,042	3,659	1,744	1,427	467	133	9,480	68	2,424
59	New Bern.....	286	192	28,913	27,171	2,951	1,383	1,119	269	79	6,133	40	1,399
60	Remainder of County.....	185	85	11,783	9,871	708	361	308	198	54	3,347	28	843
61	Cumberland County.....	803	533	99,843	94,109	10,190	4,703	4,035	828	242	20,692	139	5,581
62	Fayetteville.....	584	398	82,190	76,582	8,678	3,994	3,400	592	150	13,140	104	4,450
63	Remainder of County.....	219	135	17,653	15,527	1,312	709	635	236	92	7,552	35	1,131
64	Currituck County.....	60	16	3,273	2,411	58	36	24	66	23	638	2	(0)
65	Dare County.....	128	56	5,171	3,809	379	99	91	142	36	1,487	28	463

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group - Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
2,906	395,172	2,331	196,654	2,123	177,308	2,195	609,254	5,176	245,354	1,660	255,136	1,020	95,310	4,488	330,959	1,440	81,265	1	
43	6,327	64	4,243	56	4,343	38	12,703	120	5,403	23	5,589	19	1,940	83	4,362	46	1,179	2	
23	4,694	51	3,796	32	2,958	30	9,613	74	3,666	14	4,305	13	1,318	53	3,365	29	465	3	
6	490	4	209	9	638	4	(D)	9	379	5	479	3	386	10	(D)	4	58	4	
14	1,143	9	238	15	747	4	(D)	37	1,358	4	805	3	236	20	(D)	13	656	5	
15	1,432	3	147	8	514	12	1,611	16	585	13	384	1	(D)	15	524	3	(D)	6	
6	507	2	(D)	5	(D)	5	1,333	7	231	2	(D)	2	(D)	3	55	7	
24	1,787	12	554	8	804	13	2,873	20	936	9	1,085	7	216	15	442	8	154	8	
10	1,134	11	(D)	7	(D)	10	(D)	8	539	4	727	2	(D)	10	(D)	6	(D)	9	
14	653	1	(D)	1	(D)	3	(D)	12	397	5	358	5	(D)	5	(D)	2	(D)	10	
22	1,246	6	302	4	333	9	1,698	8	360	10	368	3	183	22	(D)	2	(D)	11	
24	1,011	2	(D)	5	66	2	(D)	20	363	3	281	2	(D)	21	172	12	
43	2,503	29	1,436	25	1,715	19	5,278	39	1,708	24	3,782	10	647	48	3,305	10	390	13	
5	209	9	195	2	(D)	3	(D)	7	238	5	616	2	(D)	5	426	14	
17	1,753	17	1,200	21	1,394	12	4,283	19	1,084	11	2,555	7	(D)	28	2,030	9	(D)	15	
21	541	3	41	2	(D)	4	(D)	13	386	8	611	1	(D)	15	849	1	(D)	16	
43	1,965	7	236	8	388	12	3,239	40	1,157	8	711	5	214	25	1,719	10	90	17	
29	1,734	8	1,022	9	335	8	4,350	40	1,302	12	2,261	5	212	13	(D)	4	(D)	18	
12	543	3	33	3	124	6	1,303	28	864	5	595	6	313	10	(D)	2	(D)	19	
56	19,826	64	6,116	63	5,621	63	16,538	147	8,747	41	8,291	43	3,356	177	17,570	69	1,482	20	
28	18,352	58	5,973	54	4,896	52	14,220	96	6,131	31	6,902	32	2,536	143	15,328	45	1,134	21	
28	1,474	6	143	9	725	11	2,318	31	2,616	10	1,389	11	820	34	2,242	24	348	22	
31	1,990	18	1,558	20	1,183	21	3,287	60	2,349	14	2,966	11	664	35	1,182	14	220	23	
10	1,260	11	1,374	10	762	16	2,651	32	1,367	9	2,653	6	447	24	(D)	12	(D)	24	
7	296	5	(D)	4	256	3	(D)	9	412	3	(D)	2	(D)	8	177	2	(D)	25	
14	434	2	(D)	6	165	2	(D)	19	570	2	(D)	3	(D)	3	(D)	26	
32	6,407	49	3,112	45	5,092	44	10,803	113	4,760	20	2,814	19	1,876	66	2,770	15	486	27	
13	3,267	19	1,386	17	2,466	27	5,511	43	2,028	8	1,313	7	632	34	1,230	11	466	28	
19	3,140	30	1,726	28	2,626	17	5,292	70	2,732	12	1,501	12	1,244	32	1,540	4	20	29	
17	2,075	23	1,740	19	1,542	35	4,676	39	1,904	21	2,210	8	755	41	1,402	16	276	30	
12	1,803	19	1,548	14	1,207	16	1,336	16	927	13	1,569	6	(D)	24	(D)	4	80	31	
5	272	4	192	5	335	19	3,340	23	977	8	641	2	(D)	17	(D)	12	196	32	
...	1	(D)	1	(D)	33	
26	1,556	16	822	11	797	12	2,947	31	1,235	12	1,596	6	650	44	2,435	15	236	34	
2	(D)	9	429	3	(D)	3	596	9	351	2	(D)	3	256	12	473	2	(D)	35	
3	694	7	393	6	462	9	2,351	7	433	4	217	2	(D)	12	1,205	1	(D)	36	
21	(D)	2	(D)	15	451	6	(D)	1	(D)	20	757	12	166	37	
38	1,214	4	56	3	114	4	1,036	28	501	5	347	1	(D)	8	(D)	4	32	38	
37	6,848	50	3,967	58	3,350	63	12,789	105	4,701	33	2,243	20	1,551	85	6,503	22	403	39	
15	5,579	29	3,386	29	1,846	34	7,078	39	2,255	14	901	9	959	48	3,319	13	358	40	
8	849	11	509	12	659	15	4,400	22	634	10	790	3	(D)	14	(D)	4	22	41	
14	420	10	72	17	845	14	1,311	44	1,812	9	552	8	(D)	23	(D)	5	29	42	
19	839	20	973	14	632	17	3,802	52	1,810	25	4,781	3	346	21	1,114	8	82	43	
5	452	15	772	7	450	8	2,665	16	654	8	2,847	2	(D)	16	928	2	(D)	44	
14	387	5	201	7	182	9	1,137	36	1,156	17	1,934	1	(D)	5	186	6	(D)	45	
26	1,012	7	250	7	219	11	2,342	15	626	10	379	4	273	18	1,563	6	956	46	
13	445	10	548	4	468	8	1,640	11	637	6	1,339	2	(D)	15	(D)	7	237	47	
11	(D)	9	(D)	3	(D)	8	1,640	8	538	4	(D)	2	(D)	13	775	2	(D)	48	
2	(D)	1	(D)	1	(D)	3	99	2	(D)	2	(D)	5	(D)	49	
8	253	3	(D)	5	212	4	153	3	(D)	6	1,328	50	
52	6,146	19	1,687	26	2,074	35	8,308	66	3,388	23	4,086	12	1,119	51	3,550	25	421	51	
6	626	6	(D)	5	494	7	2,066	9	797	3	291	3	(D)	6	596	6	28	52	
22	2,968	12	1,493	16	1,412	22	6,096	39	1,909	12	2,432	7	747	38	2,704	13	228	53	
24	2,552	1	(D)	5	168	6	146	18	682	8	1,363	2	(D)	7	250	6	169	54	
32	3,589	18	1,644	17	1,231	23	8,135	80	1,998	27	4,718	13	946	40	3,187	12	126	55	
7	1,600	7	900	10	958	11	4,146	24	781	10	2,015	5	522	20	1,701	7	81	56	
25	1,989	11	744	7	273	12	3,989	56	1,217	17	2,703	8	424	20	1,485	5	45	57	
21	4,873	37	2,946	35	2,805	28	8,885	62	2,872	18	2,768	11	1,275	45	2,473	13	77	58	
8	4,219	23	2,450	25	2,181	22	5,947	33	1,461	9	2,219	9	(D)	31	(D)	7	53	59	
13	654	14	496	10	624	6	2,938	29	1,411	9	549	2	(D)	14	(D)	6	24	60	
27	13,281	45	7,062	47	5,909	56	21,927	98	8,066	23	11,477	17	2,203	71	9,046	38	1,599	61	
17	12,375	43	(D)	36	5,203	42	19,525	70	5,399	18	3,521	14	1,744	56	(D)	34	1,537	62	
10	906	2	(D)	11	706	14	2,402	28	2,667	5	956	3	459	15	(D)	4	62	63	
22	1,413	1	(D)	6	194	2	(D)	4	48	64	
16	498	5	173	1	(D)	4	873	7	154	5	364	2	(D)	20	649	4	56	65	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales.

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Davidson County.....	654	372	50,321	45,143	4,413	2,160	1,670	657	176	12,111	82	2,361
2	Lexington.....	321	171	23,655	20,991	2,188	1,115	854	324	99	6,565	34	964
3	Thomasville.....	198	118	15,262	13,594	1,449	636	460	190	46	3,519	27	636
4	Remainder of County.....	135	83	11,404	10,558	776	409	356	143	31	2,027	21	761
5	Davie County.....	144	72	7,870	6,596	567	242	208	174	53	2,409	8	215
6	Duplin County.....	352	168	20,396	17,402	1,467	722	557	370	95	4,407	18	261
7	Durham County.....	962	634	102,288	96,964	11,912	5,373	4,373	852	265	21,333	145	5,328
8	Durham.....	853	567	97,290	92,642	11,345	5,095	4,147	736	233	20,108	129	4,751
9	Remainder of County.....	109	67	4,998	4,322	567	278	226	116	32	1,225	16	577
10	Edgecombe County.....	478	280	38,760	34,740	3,514	1,567	1,310	481	156	10,134	38	988
11	Rocky Mount (part).....	221	125	19,089	17,399	1,894	798	687	218	67	4,646	20	533
12	Tarboro.....	130	92	14,041	13,347	1,332	603	508	121	38	3,142	13	350
13	Remainder of County.....	127	63	5,630	3,994	288	166	115	142	51	2,346	5	101
14	Forsyth County.....	1,435	899	155,394	144,644	17,277	7,610	6,155	1,422	425	32,571	213	7,597
15	Winston-Salem.....	1,084	748	136,682	130,140	16,075	7,052	5,728	1,041	299	26,765	176	6,558
16	Remainder of County.....	351	151	18,712	14,504	1,202	558	427	381	126	5,806	37	1,039
17	Franklin County.....	222	98	11,392	9,214	812	458	364	224	64	2,608	14	235
18	Louisburg.....	120	56	7,631	6,547	625	343	267	119	35	1,564	8	126
19	Remainder of County.....	102	42	3,761	2,667	187	115	97	105	29	1,044	6	109
20	Gaston County.....	999	585	83,875	77,123	7,710	3,464	2,740	988	298	22,583	123	2,660
21	Belmont.....	102	64	8,336	7,704	793	329	293	92	23	2,450	18	373
22	Bessemer City.....	69	27	2,273	1,707	166	101	72	71	26	823	4	63
23	Cherryville.....	59	47	5,068	4,900	445	219	174	57	18	1,050	6	124
24	Gastonia.....	450	290	52,645	49,835	5,241	2,251	1,746	402	124	12,141	37	1,322
25	Remainder of County.....	319	157	15,553	12,977	1,065	564	455	366	107	6,109	38	776
26	Gates County.....	55	23	3,783	2,887	274	97	89	58	18	453	2	(D)
27	Graham County.....	38	16	1,922	1,518	116	46	40	38	6	232	4	40
28	Granville County.....	214	120	16,418	14,736	1,542	787	620	213	56	3,536	20	418
29	Oxford.....	131	79	11,838	10,984	1,289	646	504	130	32	2,438	12	200
30	Remainder of County.....	83	41	4,580	3,752	253	141	116	83	24	1,098	8	218
31	Greene County.....	92	50	6,011	4,907	392	158	142	89	25	1,129	1	(D)
32	Guilford County.....	2,081	1,321	246,724	230,440	28,171	11,872	9,286	1,979	516	48,381	308	9,922
33	Greensboro.....	1,071	721	167,564	160,212	20,823	8,635	6,750	957	225	26,802	152	5,366
34	High Point.....	639	405	59,464	54,410	6,083	2,646	2,055	595	152	14,358	111	2,749
35	Remainder of County.....	371	195	19,676	15,818	1,265	591	481	427	139	7,121	45	1,807
36	Halifax County.....	651	375	43,932	39,382	4,046	2,376	1,804	633	222	10,614	45	2,009
37	Roanoke Rapids.....	216	130	19,959	18,675	2,008	1,142	907	185	77	8,992	15	595
38	Scotland Neck.....	94	62	6,944	6,328	594	335	255	93	20	1,127	5	204
39	Remainder of County.....	341	183	17,029	14,379	1,444	899	642	355	125	4,495	25	1,210
40	Harnett County.....	373	233	29,867	26,905	2,777	1,369	1,084	362	99	5,131	26	897
41	Dunn.....	152	116	17,603	16,741	1,877	939	759	131	23	1,705	19	776
42	Remainder of County.....	221	117	12,264	10,164	900	430	325	231	76	3,426	7	121
43	Haywood County.....	301	183	24,238	21,626	2,034	1,022	851	333	72	4,345	28	1,038
44	Canton.....	96	60	8,774	8,082	813	395	329	101	27	1,773	8	325
45	Waynesville.....	149	91	12,087	10,981	979	518	425	163	27	1,720	18	(D)
46	Remainder of County.....	56	32	3,377	2,563	242	109	97	69	18	852	2	(D)
47	Henderson County.....	356	210	27,927	24,413	2,504	1,150	964	381	93	7,197	44	1,074
48	Hendersonville.....	258	164	23,529	21,237	2,251	1,017	842	270	54	5,631	22	633
49	Remainder of County.....	98	46	4,398	3,176	253	133	122	111	39	1,561	22	441
50	Hertford County.....	211	117	15,558	13,730	1,417	677	545	216	39	2,314	20	556
51	Ahoke.....	119	71	10,804	9,911	1,145	473	385	114	18	1,557	10	236
52	Remainder of County.....	92	46	4,754	3,814	372	204	160	102	21	757	10	320
53	Hoke County.....	88	52	5,638	5,058	494	270	196	78	24	1,474	2	(D)
54	Hyde County.....	61	21	1,950	882	58	42	36	63	16	423	2	(D)
55	Iredell County.....	566	310	40,508	34,994	4,035	1,944	1,558	561	176	10,783	52	1,520
56	Mooreville.....	141	73	10,662	8,970	1,101	468	389	136	50	3,087	10	213
57	Statesville.....	316	186	24,373	21,709	2,590	1,288	1,016	308	90	6,278	32	990
58	Remainder of County.....	109	51	5,473	4,315	344	188	153	117	36	1,418	10	317
59	Jackson County.....	147	67	8,823	7,021	662	318	265	153	40	1,849	13	185
60	Johnston County.....	573	321	37,804	32,290	2,900	1,469	1,201	590	178	8,387	40	981
61	Selma.....	60	36	4,056	3,626	299	150	122	61	16	902	5	83
62	Smithfield.....	133	95	13,795	12,989	1,382	662	535	121	29	2,473	15	307
63	Remainder of County.....	380	190	19,953	15,675	1,219	657	544	408	133	5,010	20	591
64	Jones County.....	81	19	3,193	1,959	118	49	42	86	31	864
65	Lee County.....	252	154	20,982	19,416	1,958	1,011	788	231	56	4,294	18	635
66	Sanford.....	207	137	19,841	18,701	1,887	975	757	182	41	3,949	14	503
67	Remainder of County.....	45	17	1,141	715	71	36	31	49	15	345	4	132
68	Lenoir County.....	465	299	49,242	46,242	4,919	2,226	1,775	439	106	8,180	40	1,261
69	Kinston.....	325	219	38,643	36,795	4,070	1,837	1,435	298	80	7,261	30	965
70	Remainder of County.....	140	80	10,599	9,447	849	389	340	141	26	919	10	296

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

1 Rocky Mount is in Edgecombe and Nash counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
32	4,267	32	3,866	43	2,621	55	11,532	81	3,504	32	5,729	10	1,217	60	2,358	39	689	1
13	1,607	20	3,033	21	1,511	29	4,461	37	1,517	13	1,763	6	679	28	1,108	21	447	2
10	1,464	15	779	17	899	17	4,582	25	1,427	9	687	3	(D)	18	(D)	11	197	3
15	1,196	3	54	5	271	9	2,495	19	560	10	3,279	1	(D)	14	(D)	7	45	4
18	722	2	(D)	7	417	10	1,540	14	462	13	1,060	3	307	16	(D)	5
44	2,373	12	1,279	17	788	22	3,711	54	2,085	19	2,835	11	587	51	1,809	9	261	6
37	13,740	75	7,161	48	7,062	40	19,317	131	7,304	29	7,977	26	2,773	120	8,989	46	1,304	7
30	13,419	75	7,161	37	6,249	40	19,317	107	6,265	24	7,292	25	(D)	110	(D)	43	1,270	8
7	321	11	813	24	1,039	5	685	1	(D)	10	(D)	3	34	9
57	4,781	34	2,194	20	1,800	22	6,550	50	1,931	13	1,738	15	741	60	7,702	13	205	10
13	799	20	1,335	14	1,436	12	3,481	20	565	6	793	4	189	34	5,153	11	159	11
10	2,447	10	715	5	(D)	10	3,069	14	835	4	737	9	(D)	15	1,895	2	(D)	12
34	1,535	4	144	1	(D)	16	531	3	208	2	(D)	11	654	...	(D)	13
43	21,881	103	13,463	84	9,243	78	27,344	160	9,754	55	9,297	35	4,037	151	17,039	88	3,168	14
28	20,452	94	13,148	61	8,208	63	25,147	104	6,928	41	7,580	31	3,716	115	15,174	72	3,006	15
15	1,429	9	315	23	1,035	15	2,197	56	2,826	14	1,717	4	321	36	1,865	16	162	16
25	1,189	12	687	13	885	14	2,342	35	1,104	8	778	8	378	20	1,098	9	88	17
12	704	8	463	5	702	11	1,967	12	396	6	(D)	3	186	15	(D)	5	70	18
13	485	4	224	8	183	3	375	23	708	2	(D)	5	192	5	(D)	4	18	19
43	6,924	44	4,870	82	4,758	79	16,503	128	6,049	38	4,604	23	2,497	103	(D)	38	(D)	20
3	964	4	(D)	12	559	12	1,839	14	821	2	(D)	4	327	7	181	3	35	21
7	165	1	(D)	7	(D)	8	162	7	241	3	313	2	(D)	4	137	22
4	449	3	121	2	(D)	6	1,919	7	437	1	(D)	2	(D)	10	642	23
11	4,689	33	4,079	33	3,184	41	10,956	57	2,820	18	2,186	8	1,242	47	(D)	21	(D)	24
18	657	3	370	28	714	12	1,627	43	1,730	14	1,510	7	654	35	1,230	14	176	25
11	663	4	(D)	10	357	4	860	2	(D)	4	190	26
16	976	1	(D)	1	(D)	3	(D)	7	292	27
22	2,048	9	660	9	641	10	3,134	37	1,869	15	2,651	6	476	26	921	4	64	28
9	1,177	8	(D)	7	(D)	7	2,476	14	1,064	11	(D)	4	(D)	23	(D)	4	64	29
13	871	1	(D)	2	(D)	3	658	23	805	4	(D)	2	(D)	3	(D)	30
17	1,289	1	(D)	3	190	9	1,119	21	727	4	282	2	(D)	9	1,193	31
67	26,083	153	(D)	138	11,935	95	39,397	287	15,193	72	14,341	60	6,011	258	22,458	127	(D)	32
36	21,186	89	10,455	68	6,389	42	24,443	151	8,607	34	7,472	33	3,662	161	(D)	80	(D)	33
12	3,804	60	5,750	48	3,888	43	13,439	69	4,233	17	4,992	18	1,921	71	3,724	38	626	34
19	1,093	4	(D)	22	1,658	10	1,515	67	2,353	21	1,877	9	428	26	(D)	9	94	35
67	5,328	45	2,490	30	2,119	31	8,455	58	3,286	31	3,572	18	1,055	88	4,616	16	388	36
13	3,277	24	1,327	13	1,165	13	4,647	13	1,002	4	237	4	477	28	1,868	12	372	37
6	346	6	337	8	494	6	1,395	12	553	11	1,266	3	171	17	1,051	38
48	1,705	15	826	9	460	12	2,413	33	1,731	16	2,069	11	407	43	1,697	4	16	39
41	3,474	26	1,465	18	1,204	19	5,709	46	2,765	14	4,257	16	1,157	56	3,620	12	188	40
8	1,576	15	1,005	10	639	10	4,095	18	1,816	7	2,816	8	702	30	2,325	4	148	41
33	1,898	11	460	8	565	9	1,614	28	949	7	1,441	8	455	26	1,295	8	40	42
28	3,495	13	774	20	1,626	31	5,246	36	2,127	11	2,087	10	1,033	45	2,301	7	166	43
8	917	3	198	7	619	11	2,419	8	605	3	455	4	471	13	898	4	94	44
11	2,171	10	576	10	736	18	(D)	21	924	4	973	4	(D)	24	1,124	2	(D)	45
9	407	3	271	2	(D)	7	598	4	659	2	(D)	8	279	1	(D)	46
16	1,900	20	1,340	20	1,741	20	5,010	46	2,029	25	4,200	9	919	56	2,319	7	198	47
10	1,694	19	(D)	16	1,646	19	(D)	29	1,539	23	(D)	7	(D)	53	2,098	6	(D)	48
6	206	1	(D)	4	95	1	(D)	17	490	2	(D)	2	(D)	3	221	1	(D)	49
25	1,602	9	1,236	12	1,103	16	3,280	27	954	13	1,651	6	474	32	2,248	12	140	50
11	635	5	1,068	7	820	10	2,388	13	505	10	(D)	4	(D)	23	1,808	8	84	51
14	967	4	168	5	283	6	892	14	449	3	(D)	2	(D)	9	440	4	56	52
9	938	3	299	5	171	4	907	22	734	4	552	2	(D)	9	382	4	12	53
29	629	1	(D)	2	(D)	1	(D)	8	262	2	(D)	54
38	4,272	41	2,587	35	2,566	32	6,967	73	3,292	29	3,899	13	1,145	63	3,072	14	405	55
4	(D)	12	637	9	(D)	11	(D)	21	765	7	533	4	389	13	725	56
15	2,517	29	1,950	20	1,048	20	4,139	34	1,874	17	2,743	8	(D)	39	1,744	12	(D)	57
19	(D)	6	(D)	1	(D)	18	653	5	623	1	(D)	11	603	2	(D)	58
19	1,127	11	624	6	310	10	2,184	23	660	7	1,168	3	255	11	437	4	24	59
65	5,625	36	1,591	25	2,072	35	7,317	89	3,445	20	3,909	20	1,090	54	3,313	11	74	60
7	310	8	241	5	361	2	(D)	7	335	3	(D)	2	(D)	3	30	61
11	1,311	12	630	7	645	13	4,183	14	863	7	1,570	4	242	17	1,557	4	12	62
47	4,004	16	720	13	1,066	20	(D)	66	2,247	10	(D)	14	(D)	34	1,726	7	62	63
15	507	4	48	4	1,077	8	212	4	166	4	85	7	210	4	24	64
22	2,453	23	1,329	20	1,341	14	3,992	42	1,468	12	2,107	8	750	21	1,473	16	1,140	65
13	2,193	23	1,329	20	1,341	14	3,992	28	1,211	10	(D)	7	(D)	21	1,473	16	(D)	66
9	260	14	257	2	(D)	1	(D)	(D)	67
46	7,360	33	4,735	25	3,953	21	7,799	59	2,570	26	4,993	18	1,529	82	6,681	9	181	63
19	5,836	30	4,659	22	(D)	16	5,331	37	1,697	16	3,269	15	1,368	52	4,282	8	(D)	69
27	1,524	3	76	3	(D)	5	2,468	22	873	10	1,724	3	161	30	2,399	1	(D)	70

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Lincoln County.....	246	112	15,288	12,496	1,357	600	457	256	96	4,795	11	261
2	Lincolnton.....	135	77	11,465	10,329	1,181	511	382	145	36	2,810	6	181
3	Remainder of County.....	105	35	3,823	2,167	176	89	75	111	60	1,985	5	80
4	McDowell County.....	204	138	15,024	13,848	1,464	751	571	212	54	3,352	23	761
5	Marion.....	137	103	12,533	11,961	1,272	646	492	141	29	2,635	16	494
6	Remainder of County.....	67	35	2,491	1,887	192	105	79	71	25	717	7	267
7	Macon County.....	154	78	9,970	8,538	621	303	250	158	23	1,481	11	268
8	Madison County.....	117	55	6,666	5,238	430	231	194	144	26	1,329	18	281
9	Martin County.....	214	136	18,526	16,560	1,526	719	581	198	51	3,041	11	389
10	Williamston.....	101	83	11,609	11,345	1,119	519	414	89	21	1,988	6	340
11	Remainder of County.....	113	53	6,917	5,215	407	200	167	109	30	1,053	5	49
12	Mecklenburg County.....	1,904	1,254	267,595	255,361	32,313	13,519	11,453	1,761	386	43,601	335	19,831
13	Charlotte.....	1,631	1,079	248,172	237,964	30,798	12,861	10,923	1,460	311	38,840	291	18,540
14	Remainder of County.....	273	175	19,423	17,397	1,515	658	530	301	75	4,761	44	1,291
15	Mitchell County.....	141	55	7,473	5,693	565	297	249	161	27	1,255	14	260
16	Montgomery County.....	202	102	10,247	8,337	754	348	269	188	71	2,338	13	254
17	Moore County.....	410	230	25,213	22,051	2,072	1,031	843	404	98	5,872	36	1,175
18	Southern Pines.....	73	57	6,820	6,542	594	294	246	69	11	2,303	12	436
19	Remainder of County.....	357	173	18,393	15,509	1,478	737	597	335	87	3,569	24	739
20	Nash County.....	551	343	44,764	40,680	4,471	2,186	1,781	538	167	7,353	46	1,813
21	Rocky Mount (part).....	263	187	27,545	26,167	3,142	1,557	1,221	256	73	3,916	27	1,069
22	Remainder of County.....	288	156	17,219	14,513	1,329	629	560	302	94	3,437	19	744
23	New Hanover County.....	850	566	78,830	73,988	9,649	4,180	3,445	849	214	16,852	157	7,372
24	Wilmington.....	702	460	69,993	65,819	8,813	3,777	3,088	686	191	15,267	113	6,315
25	Remainder of County.....	148	106	8,837	8,169	836	403	357	163	23	1,585	44	1,057
26	Northampton County.....	205	103	8,067	6,583	560	308	242	211	52	2,072	9	146
27	Onslow County.....	386	242	34,798	31,984	3,382	1,530	1,031	374	97	7,671	67	2,791
28	Jacksonville.....	203	147	23,982	22,646	2,584	1,149	1,012	185	40	4,615	39	1,913
29	Remainder of County.....	183	95	10,816	9,338	798	381	319	189	57	3,056	28	878
30	Orange County.....	257	165	21,926	19,980	2,016	980	769	253	48	5,331	39	1,560
31	Chapel Hill.....	102	70	11,563	10,779	1,184	584	466	96	16	3,469	16	905
32	Remainder of County.....	155	95	10,373	9,201	832	365	303	157	32	1,862	23	635
33	Pamlico County.....	77	25	2,701	1,933	99	56	43	78	33	1,032	7	55
34	Pasquotank County.....	300	184	26,838	24,550	2,509	1,294	1,018	321	110	6,755	28	885
35	Elizabeth City.....	257	167	23,595	21,767	2,282	1,134	901	274	105	5,644	19	703
36	Remainder of County.....	43	17	3,243	2,783	227	160	117	47	14	1,111	9	182
37	Pender County.....	118	48	5,535	4,049	282	147	117	117	44	1,626	5	121
38	Perquimans County.....	84	42	7,940	7,104	403	207	169	83	20	1,113	4	124
39	Person County.....	247	137	15,571	13,637	1,289	664	507	262	58	2,848	13	305
40	Roxboro.....	179	107	13,644	12,336	1,217	608	465	184	42	2,470	11	(D)
41	Remainder of County.....	68	30	1,927	1,301	72	56	42	78	16	378	2	(D)
42	Pitt County.....	627	391	50,925	46,635	4,503	2,249	1,794	618	128	8,769	87	2,264
43	Farmville.....	77	57	7,854	7,424	693	354	264	81	15	922	7	180
44	Greensville.....	325	203	29,323	27,353	2,818	1,426	1,132	300	55	5,788	60	1,555
45	Remainder of County.....	225	131	13,748	11,858	992	469	398	237	58	2,059	20	529
46	Polk County.....	86	50	6,143	5,401	409	212	182	98	24	1,830	11	187
47	Randolph County.....	546	298	39,969	35,061	3,413	1,504	1,145	520	176	9,461	49	1,260
48	Asheboro.....	239	147	23,437	21,265	2,446	1,041	758	209	75	5,843	14	439
49	Remainder of County.....	307	151	16,532	13,796	967	463	387	311	101	3,618	35	821
50	Richmond County.....	400	246	28,905	26,273	2,713	1,462	1,123	392	114	7,326	49	1,606
51	Hamlet.....	89	65	7,038	6,614	630	368	283	84	28	2,590	10	313
52	Rockingham.....	158	108	15,680	14,814	1,525	790	584	153	33	3,118	9	233
53	Remainder of County.....	153	73	6,187	4,845	558	304	256	155	53	1,618	30	1,060
54	Robeson County.....	617	393	54,099	49,553	4,980	2,518	1,920	583	164	10,856	42	1,005
55	Lumberton.....	232	146	25,941	23,679	2,536	1,229	932	218	69	4,982	18	486
56	Remainder of County.....	385	247	28,858	25,874	2,444	1,289	988	365	95	5,874	24	519
57	Rockingham County.....	766	408	45,614	38,462	3,853	1,914	1,492	799	222	12,628	72	1,680
58	Draper.....	59	31	2,201	1,827	149	85	63	65	20	567	5	95
59	Leaksville.....	149	87	10,778	9,518	953	473	367	139	42	3,780	13	362
60	Ridgeway.....	267	155	19,135	16,977	1,799	872	691	283	65	4,768	25	692
61	Remainder of County.....	291	135	13,500	10,140	952	484	371	312	95	3,513	29	531
62	Rowan County.....	713	431	77,330	71,806	6,698	3,034	2,331	704	219	31,242	85	1,966
63	Salisbury.....	374	240	59,373	56,606	5,465	2,468	1,887	525	101	25,923	41	1,235
64	Spencer.....	47	31	3,158	2,730	231	90	81	53	15	803	8	151
65	Remainder of County.....	292	160	14,799	12,469	1,002	476	363	326	103	4,516	36	580

Standard Notes: (D) Withheld to avoid disclosure.
*Rocky Mount is in Edgecombe and Nash Counties.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
10	1,392	13	679	19	693	16	3,046	34	1,161	11	1,838	3	389	21	904	6	140	1
5	970	13	679	15	528	16	(D)	18	668	7	(D)	3	389	14	722	2	(D)	2
5	412	4	165	...	(D)	16	493	4	(D)	7	182	4	(D)	3
11	1,521	14	615	14	1,081	15	3,361	23	1,480	14	960	8	749	23	1,063	5	81	4
6	1,315	10	(D)	12	(D)	14	(D)	11	834	14	960	6	(D)	14	855	5	81	5
5	206	4	(D)	2	(D)	1	(D)	12	646	2	(D)	9	208	6
25	786	9	590	12	333	4	2,392	24	1,414	8	873	4	306	34	1,527	7
18	1,030	1	(D)	6	382	13	1,694	10	470	8	938	4	222	9	(D)	4	62	8
34	3,333	16	738	13	1,382	9	4,796	35	1,516	10	1,377	6	319	26	1,575	3	60	9
10	1,571	14	(D)	9	1,104	6	(D)	12	423	4	664	3	(D)	13	757	3	60	10
24	1,762	2	(D)	4	278	3	(D)	23	1,093	6	713	3	(D)	13	818	11
61	38,109	134	17,550	106	11,606	83	43,790	282	20,182	71	15,684	65	14,895	242	34,056	139	8,291	12
42	36,705	127	17,409	94	10,305	73	41,265	230	16,880	57	12,662	59	14,685	214	32,725	133	8,156	13
19	1,404	7	141	12	1,301	10	2,525	52	3,302	14	3,022	6	210	28	1,331	6	135	14
20	1,037	7	310	9	204	10	2,555	16	336	9	822	4	183	25	511	15
14	891	17	661	5	406	16	2,624	24	1,273	14	717	8	268	17	740	3	75	16
29	2,149	24	1,298	25	827	21	3,617	71	2,417	27	2,134	15	938	53	4,641	11	145	17
5	574	4	228	7	162	5	1,051	9	295	4	281	3	282	9	1,132	4	76	18
24	1,575	20	1,070	18	665	16	2,566	62	2,122	23	1,853	12	656	44	3,509	7	69	19
65	8,156	41	3,875	23	2,392	28	7,891	74	3,853	20	4,057	13	1,353	61	3,772	13	249	20
10	4,426	34	3,651	14	1,974	16	5,015	34	1,984	9	2,271	8	1,034	30	1,985	8	220	21
55	3,730	7	224	9	418	12	2,876	40	1,869	11	1,786	5	319	31	1,787	5	29	22
24	7,707	76	5,647	55	6,956	31	11,738	94	4,689	25	4,676	28	3,092	107	9,563	39	538	23
19	7,330	71	5,551	51	6,731	29	(D)	77	3,573	19	(D)	23	2,866	78	7,747	31	357	24
5	377	5	96	4	225	2	(D)	17	1,116	6	(D)	5	226	29	1,816	8	181	25
30	1,111	4	169	7	166	10	670	37	1,179	13	1,551	5	286	27	517	11	200	26
36	3,267	25	1,907	18	3,867	24	7,377	50	2,263	11	1,125	7	1,069	46	(D)	5	(D)	27
16	2,072	20	1,725	12	3,164	15	5,458	20	985	4	519	4	(D)	32	2,291	1	(D)	28
20	1,195	5	182	6	703	9	1,919	30	1,278	7	606	3	(D)	14	(D)	4	20	29
16	957	28	2,206	11	716	11	3,791	45	2,027	14	3,236	9	764	32	1,282	4	66	30
1	(D)	18	1,857	7	485	6	2,183	13	712	2	(D)	4	575	15	57	2	(D)	31
15	(D)	10	349	4	231	5	1,608	32	1,315	12	(D)	3	186	17	375	2	(D)	32
10	271	13	382	2	(D)	...	(D)	10	916	2	(D)	33
11	3,185	23	1,481	20	1,720	17	5,537	28	2,156	13	2,020	3	535	28	2,389	10	175	34
8	(D)	23	1,481	15	1,510	16	(D)	25	2,009	12	(D)	3	535	25	2,352	6	(D)	35
3	(D)	5	210	1	(D)	3	147	1	(D)	3	37	4	(D)	36
19	1,099	5	298	4	(D)	5	984	21	496	2	(D)	2	(D)	7	384	4	36	37
9	720	1	(D)	3	167	5	1,989	15	402	8	2,469	1	(D)	16	841	2	(D)	38
36	2,381	10	778	11	715	9	3,407	52	1,637	14	1,893	4	414	28	761	12	432	39
21	1,620	10	778	11	715	9	3,407	33	1,212	13	(D)	4	414	17	600	8	400	40
15	761	19	425	1	(D)	11	161	4	32	41
65	8,015	35	2,600	42	3,866	41	11,146	71	3,481	21	3,086	18	1,181	99	6,159	20	358	42
7	1,316	6	585	5	673	9	2,091	11	561	3	480	2	(D)	12	(D)	43
19	3,597	23	1,809	25	2,655	23	5,936	33	1,751	7	1,807	11	815	51	(D)	18	(D)	44
39	3,102	6	206	12	538	9	3,119	27	1,169	11	799	5	(D)	36	1,950	2	(D)	45
8	(D)	3	253	6	281	6	934	15	833	2	(D)	4	253	7	1,259	46
29	3,359	25	1,702	35	2,093	32	8,233	83	3,782	34	4,767	13	1,147	53	4,081	17	84	47
8	2,189	21	1,476	20	1,252	21	6,341	27	1,530	17	2,553	7	762	21	1,012	8	40	48
21	1,170	4	226	15	841	11	1,892	56	2,252	17	2,214	6	395	32	3,059	9	44	49
29	3,039	27	2,238	19	997	24	5,504	59	2,527	23	1,697	7	646	36	1,904	13	1,221	50
2	(D)	12	705	6	391	6	(D)	2	857	5	233	3	207	4	176	51
10	1,713	15	1,533	9	461	15	3,966	25	986	8	995	3	(D)	22	1,256	9	(D)	52
17	(D)	4	145	3	(D)	25	882	6	219	1	(D)	10	472	4	(D)	53
53	8,238	41	4,051	30	2,718	57	10,807	91	3,818	29	5,304	19	1,428	82	5,745	9	129	54
8	2,805	18	2,567	13	1,255	25	5,204	19	1,364	11	3,583	7	587	36	(D)	8	(D)	55
45	5,433	23	1,484	17	1,463	32	5,603	72	2,454	18	1,741	12	841	46	(D)	1	(D)	56
51	3,325	51	3,493	51	2,952	48	7,989	95	4,143	44	3,901	16	1,271	86	3,686	30	350	57
4	143	5	186	1	(D)	6	411	7	215	5	262	2	(D)	4	(D)	58
9	815	14	1,084	12	479	11	1,857	13	820	10	662	4	373	15	506	6	40	59
14	1,371	17	1,221	22	1,519	21	3,348	34	1,655	12	1,372	5	643	40	2,422	12	124	60
24	996	15	1,002	16	(D)	10	2,369	41	1,453	17	1,605	5	(D)	27	(D)	12	186	61
33	5,880	40	3,701	44	3,268	28	9,025	110	5,212	23	4,318	16	1,344	88	10,937	27	437	62
15	4,441	38	3,569	19	1,966	22	8,566	52	2,678	11	2,403	9	864	50	7,414	16	314	63
1	(D)	4	477	12	571	1	(D)	1	(D)	4	(D)	1	(D)	64
17	(D)	2	132	21	825	6	459	46	1,963	11	(D)	6	(D)	34	(D)	10	(D)	65

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

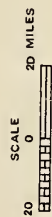
Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Rutherford County.....	443	251	28,876	25,098	2,245	1,219	899	473	112	6,819	45	786
2	Forest City.....	138	102	13,911	13,085	1,189	632	473	133	25	2,599	10	196
3	Rutherford County.....	88	50	6,370	5,774	548	303	227	91	21	1,713	3	50
4	Spindale.....	42	26	2,923	2,707	199	108	78	54	8	529	4	71
5	Remainder of County.....	175	73	5,672	3,532	309	176	121	195	58	1,978	28	469
6	Sampson County.....	361	175	22,687	18,745	1,685	812	652	394	113	4,064	21	401
7	Clinton.....	166	96	13,929	12,553	1,242	575	451	183	48	2,347	8	182
8	Remainder of County.....	195	79	8,758	6,192	443	237	201	211	65	1,717	13	219
9	Scotland County.....	181	107	15,234	13,874	1,320	720	524	165	54	4,555	15	280
10	Laurinburg.....	119	71	9,888	9,072	892	486	336	106	31	2,877	10	171
11	Remainder of County.....	62	36	5,346	4,802	428	234	188	59	23	1,678	5	69
12	Stanly County.....	398	200	28,604	24,680	2,372	1,120	883	396	130	6,746	31	583
13	Albemarle.....	214	136	22,260	20,872	2,048	946	748	197	58	4,368	21	407
14	Remainder of County.....	184	64	6,344	3,808	324	174	135	199	72	2,378	10	176
15	Stokes County.....	141	39	5,759	3,191	247	112	101	164	59	1,410	2	(D)
16	Surry County.....	528	280	38,762	33,786	3,309	1,659	1,247	562	174	8,291	53	1,314
17	Elkin.....	86	62	8,881	8,333	951	475	352	74	19	2,025	5	162
18	Mount Airy.....	272	152	22,319	20,025	1,972	990	727	318	88	4,196	35	821
19	Remainder of County.....	170	66	7,592	5,428	386	194	168	170	67	2,070	13	331
20	Swain County.....	130	76	5,664	4,744	471	257	215	149	26	1,154	21	541
21	Transylvania County.....	131	77	10,036	8,738	817	422	320	132	42	3,187	9	232
22	Brevard.....	92	62	7,891	7,255	700	360	271	93	21	2,035	6	199
23	Remainder of County.....	39	15	2,145	1,483	117	62	49	39	21	1,152	3	33
24	Tyrrell County.....	46	20	1,920	1,138	70	47	33	51	18	387	3	65
25	Union County.....	319	171	26,935	23,701	1,989	986	751	329	115	5,693	23	451
26	Monroe.....	198	110	19,654	17,846	1,663	818	618	202	73	4,274	18	366
27	Remainder of County.....	121	61	7,281	5,855	326	168	133	127	42	1,419	5	85
28	Vance County.....	333	191	22,855	20,885	2,448	1,173	960	314	96	5,249	31	601
29	Henderson.....	281	159	21,146	19,390	2,332	1,100	900	260	76	4,664	23	413
30	Remainder of County.....	52	32	1,709	1,495	116	73	60	54	20	585	8	188
31	Wake County.....	1,366	882	153,253	143,681	17,369	7,707	6,317	1,212	317	32,340	192	8,327
32	Raleigh.....	814	582	112,102	107,472	14,242	6,132	5,063	662	155	20,108	144	6,535
33	Wake Forest.....	56	34	4,131	3,725	396	215	169	53	13	1,842	7	352
34	Remainder of County.....	496	266	37,020	32,484	2,731	1,360	1,085	497	149	10,990	41	1,440
35	Warren County.....	130	88	7,779	7,061	714	398	297	130	31	1,711	8	142
36	Washington County.....	145	71	7,902	6,508	525	300	212	164	67	2,387	11	163
37	Plymouth.....	83	57	6,315	5,897	489	271	195	97	33	1,781	7	106
38	Remainder of County.....	62	14	1,587	611	36	29	17	67	34	606	4	57
39	Watauga County.....	150	84	8,936	7,658	610	329	250	138	20	1,318	17	270
40	Boone.....	86	54	6,824	6,178	498	276	216	73	11	858	8	160
41	Remainder of County.....	64	30	2,112	1,480	112	53	34	65	9	460	9	110
42	Wayne County.....	601	353	51,551	46,619	4,701	2,311	1,853	579	168	8,628	35	962
43	Goldensboro.....	363	233	37,763	35,165	3,789	1,828	1,480	321	100	6,295	27	773
44	Mount Olive.....	105	59	7,450	6,696	535	318	237	115	27	1,096	6	(D)
45	Remainder of County.....	133	61	6,338	4,758	377	165	136	143	41	1,237	2	(D)
46	Wilkes County.....	346	166	28,828	24,934	2,131	1,081	860	339	112	4,460	23	739
47	North Wilkesboro.....	175	123	19,464	18,446	1,658	869	680	156	31	2,043	18	591
48	Remainder of County.....	171	43	9,364	6,488	473	212	180	183	81	2,417	5	148
49	Wilson County.....	551	357	43,402	39,936	4,064	2,060	1,649	523	145	9,015	57	1,778
50	Wilson.....	378	258	34,075	32,081	3,450	1,760	1,386	349	85	6,961	44	1,191
51	Remainder of County.....	173	99	9,327	7,855	614	300	263	174	60	2,054	13	587
52	Yadkin County.....	199	71	9,421	7,047	568	287	247	217	55	1,526	13	403
53	Yancey County.....	100	40	4,440	3,198	240	118	108	116	31	1,075	9	169

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
30	2,433	20	1,963	34	1,999	39	6,951	64	2,800	15	2,032	11	738	60	2,099	13	256	1
8	844	11	1,251	13	1,042	22	4,799	19	1,139	6	938	3	(D)	21	(D)	2
5	373	5	521	13	732	8	1,383	13	310	4	401	2	(D)	12	703	2	(D)	3
2	(D)	2	(D)	2	(D)	3	(D)	10	623	1	(D)	2	(D)	4	(D)	4	42	4
15	(D)	2	(D)	6	(D)	6	(D)	22	728	4	(D)	4	104	23	518	7	(D)	5
39	3,421	15	1,086	19	1,348	22	4,975	55	1,465	18	2,335	14	973	39	2,516	6	103	6
10	1,435	13	(D)	9	959	12	3,533	23	735	10	1,637	9	755	20	1,251	4	(D)	7
29	1,986	2	(D)	10	389	10	1,442	32	730	8	698	5	218	19	1,265	2	(D)	8
15	2,923	11	662	7	516	12	3,137	26	1,845	6	498	7	216	22	582	6	60	9
4	858	11	662	6	(D)	9	2,561	16	1,598	3	(D)	3	(D)	20	(D)	6	60	10
11	2,065	1	(D)	3	576	10	247	3	(D)	4	(D)	2	(D)	11
27	2,765	15	1,332	24	1,466	28	5,908	61	2,633	21	4,157	11	707	43	2,234	7	73	12
13	1,717	14	(D)	11	1,024	20	5,526	24	1,702	17	3,808	7	654	28	1,798	1	(D)	13
14	1,048	1	(D)	13	442	8	382	37	931	4	349	4	53	15	436	6	(D)	14
16	829	2	(D)	4	333	1	(D)	29	998	11	884	1	(D)	16	528	15
40	4,693	26	2,263	29	1,961	41	8,634	54	2,735	28	3,683	10	1,050	62	(D)	11	(D)	16
10	1,691	7	490	4	330	11	2,113	8	545	3	745	3	394	11	(D)	2	(D)	17
15	2,466	19	1,773	18	1,312	19	4,544	25	1,612	15	2,363	5	(D)	30	2,226	3	(D)	18
15	536	7	319	11	1,975	21	578	7	575	2	(D)	21	(D)	6	26	19
6	444	3	(D)	5	178	4	542	23	829	5	633	4	276	31	751	2	(D)	20
13	791	4	238	8	664	10	1,652	12	677	10	754	3	(D)	18	1,427	2	(D)	21
8	604	4	238	6	(D)	10	1,652	8	522	8	(D)	3	(D)	16	(D)	2	(D)	22
5	187	2	(D)	4	155	2	(D)	2	(D)	23
1	(D)	5	105	1	(D)	4	484	2	(D)	2	(D)	2	(D)	6	(D)	2	(D)	24
22	2,547	20	1,173	17	831	26	8,052	27	1,667	18	1,985	10	853	38	3,661	3	22	25
8	1,929	14	1,049	11	572	19	6,789	12	1,012	13	1,383	4	680	23	1,578	3	22	26
14	618	6	124	6	259	7	1,263	15	655	5	602	6	173	15	2,083	27
19	3,095	20	1,185	19	1,138	25	4,392	43	2,517	14	1,465	11	575	44	2,529	11	109	28
15	2,867	20	1,185	16	1,091	23	(D)	36	2,219	13	(D)	11	575	38	2,410	10	(D)	29
4	228	3	47	2	(D)	7	298	1	(D)	6	119	1	(D)	30
98	22,055	112	10,211	69	7,335	54	29,678	200	10,799	45	9,333	44	3,985	165	15,997	70	3,193	31
29	17,751	98	9,370	43	5,359	31	21,615	111	7,253	21	4,869	27	2,951	99	13,256	56	3,035	32
8	239	2	(D)	3	179	3	(D)	6	327	3	200	2	(D)	7	(D)	2	(D)	33
61	4,065	12	(D)	23	1,797	20	(D)	83	3,219	21	4,264	15	(D)	59	(D)	12	(D)	34
16	1,261	10	282	5	401	6	1,078	22	662	13	1,078	3	219	13	890	3	55	35
15	1,041	11	473	7	452	10	2,272	10	383	6	(D)	2	(D)	6	184	36
4	611	9	(D)	7	452	8	(D)	4	182	3	330	2	(D)	6	184	37
11	430	2	(D)	2	(D)	6	201	3	(D)	38
31	1,572	6	283	8	466	14	2,828	22	885	5	535	4	315	15	370	8	94	39
11	998	4	(D)	5	(D)	14	2,828	11	447	4	(D)	2	(D)	12	333	4	56	40
20	574	2	(D)	3	(D)	11	438	1	(D)	2	(D)	3	37	4	38	41
71	8,195	43	3,039	27	4,212	40	10,559	81	3,122	21	4,346	17	1,132	79	7,089	19	267	42
23	5,772	33	2,469	19	3,555	26	7,297	45	2,040	14	3,891	12	(D)	46	4,616	18	(D)	43
19	783	4	416	5	417	9	2,156	12	314	4	241	3	229	15	1,640	1	(D)	44
29	1,640	6	154	3	240	5	1,106	24	768	3	214	2	(D)	18	833	45
25	3,032	15	955	14	1,058	22	7,613	48	1,657	27	2,187	5	493	42	6,204	13	430	46
12	2,609	15	955	11	(D)	10	4,720	26	1,289	16	1,464	4	(D)	28	4,680	4	(D)	47
13	423	3	(D)	12	2,893	22	368	11	723	1	(D)	14	1,524	9	(D)	48
43	4,516	45	3,398	37	2,837	25	7,187	68	3,639	16	3,556	14	1,098	83	6,152	18	226	49
15	3,073	44	(D)	34	2,634	23	(D)	44	2,179	11	3,017	10	941	53	4,317	15	192	50
28	1,443	1	(D)	3	203	2	(D)	24	1,460	5	539	4	157	30	1,835	3	34	51
24	688	10	318	12	1,134	12	2,406	29	851	12	1,132	2	(D)	30	(D)	52
17	603	2	(D)	7	957	12	386	3	526	2	(D)	12	503	5	41	53

[illegible]

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| Retail Trade
<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
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<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | Wholesale Trade
<input type="checkbox"/> Area Bulletins
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<input type="checkbox"/> Census Volumes | Selected Service Trades
<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
|---|--|--|
- ☐ Public Merchandise Warehouses
☐ 1954 Census of Business—Puerto Rico

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons, or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
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DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID

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(PMGC)

1954 Census of Business RETAIL TRADE

January 1956

Series: PR-1-34

NORTH DAKOTA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the “employer” universe, and those with no paid employment during 1954, i. e., the “non-employer” universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of “Employers”

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of “Non-Employers”

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “non-employer” segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
NORTH DAKOTA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	7,743	5,291	662,414	609,222	8,196	5,870	607,508	564,388
Food stores.....	1,233	723	109,383	94,059	1,543	957	95,179	82,711
Eating, drinking places.....	1,609	1,101	53,192	44,878	1,778	1,268	49,923	43,340
General merchandise group.....	425	307	64,199	61,115	373	288	61,770	59,953
Apparel, accessories stores.....	355	285	30,761	29,431	314	246	23,945	27,617
Furniture, home furnishings, appliance dealers.....	273	203	22,383	20,987	319	234	23,029	21,501
Automotive group.....	442	406	126,691	125,629	602	515	114,973	111,993
Gasoline service stations.....	858	480	42,292	34,370	938	535	38,981	32,515
Lumber, bldg. matls., hardware, farm equipment dealers..	1,396	1,118	145,397	137,871	1,472	1,227	153,220	146,931
Drug stores, proprietary stores.....	217	183	18,316	17,530	219	187	14,374	13,882
Other retail stores.....	786	460	45,740	40,308	632	410	26,872	23,727
Nonstore retailers.....	149	25	4,060	3,044	6	3	242	218

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	North Dakota, total.....	7,743	5,291	662,414	609,222	60,621	25,112	21,260	7,751	1,233	109,383	1,609	53,192
2	Adams County.....	57	49	5,188	5,060	451	179	147	55	8	1,032	11	475
3	Barnes County.....	239	133	17,663	15,675	1,565	664	547	250	38	3,381	48	1,264
4	Valley City.....	132	88	13,420	12,434	1,387	576	483	137	20	2,856	21	804
5	Remainder of County.....	107	45	4,243	3,241	178	88	64	113	18	525	27	460
6	Benson County.....	114	82	4,951	4,375	330	162	126	116	23	1,196	21	426
7	Billings County.....	5	1	97	(0)	(0)	(0)	(0)	(0)	1	(0)
8	Bottineau County.....	163	101	10,239	8,841	753	312	259	167	31	1,793	35	928
9	Bowman County.....	82	54	6,103	5,365	423	173	148	88	9	815	17	622
10	Burke County.....	106	64	4,776	3,988	247	122	98	110	15	835	20	556
11	Burlleigh County.....	270	196	42,656	41,088	4,928	1,783	1,532	248	39	7,006	51	2,672
12	Bismarck.....	235	177	40,923	39,773	4,829	1,735	1,497	209	29	6,595	43	2,433
13	Remainder of County.....	35	19	1,733	1,315	99	48	35	39	10	411	8	239
14	Cass County.....	704	524	94,087	90,167	11,019	4,281	3,727	637	115	13,678	141	6,177
15	Fargo.....	466	386	78,782	77,416	10,051	3,891	3,383	398	78	11,117	86	4,641
16	Remainder of County.....	238	138	15,305	12,751	968	390	344	239	37	2,561	55	1,536
17	Cavalier County.....	140	82	7,622	6,548	460	226	171	147	18	1,259	36	805
18	Dickey County.....	124	82	7,465	6,649	573	257	224	131	15	1,322	20	393
19	Divide County.....	69	53	6,712	6,312	408	196	150	78	9	816	13	389
20	Dunn County.....	76	44	3,378	2,850	170	77	68	79	16	743	18	312
21	Eddy County.....	71	51	5,961	5,717	497	250	174	71	7	1,138	16	499
22	Emmons County.....	89	53	5,529	4,791	340	162	134	95	19	1,225	19	428
23	Foeter County.....	78	48	5,975	5,105	474	193	163	78	11	710	11	388
24	Golden Valley.....	62	48	4,045	3,295	248	109	98	60	9	914	13	246
25	Grand Forks County.....	434	322	55,170	52,312	6,226	2,558	2,095	396	79	8,082	98	4,563
26	Grand Forks.....	310	242	47,832	46,074	5,751	2,326	1,914	267	55	6,409	65	3,817
27	Remainder of County.....	124	80	7,338	6,238	475	232	181	129	24	1,673	33	746
28	Grant County.....	62	32	3,372	2,492	182	83	73	68	10	620	16	308
29	Griggs County.....	69	51	5,530	5,132	359	175	139	67	17	907	14	367
30	Hettinger County.....	95	67	6,014	5,420	452	185	165	81	10	1,027	28	680
31	Kidder County.....	75	43	4,057	3,309	211	94	82	71	18	558	10	243
32	La Moure County.....	132	84	8,084	7,236	501	225	191	135	23	1,463	22	523
33	Logan County.....	54	32	3,270	2,802	163	99	94	49	9	507	7	159
34	McHenry County.....	182	100	8,469	6,837	474	216	171	198	37	1,889	38	822
35	McIntosh County.....	98	74	6,045	5,635	370	197	160	117	13	786	14	311
36	McKenzie County.....	82	40	5,040	4,106	290	99	89	76	14	832	12	244
37	McLean County.....	212	132	14,236	12,650	955	425	350	230	33	3,336	50	1,217
38	Mercer County.....	113	79	6,857	6,087	429	210	184	126	14	1,077	27	716
39	Morton County.....	232	178	20,080	19,000	2,030	787	693	210	37	4,046	64	2,800
40	Mandan.....	117	95	12,917	12,341	1,407	523	469	96	15	2,761	32	1,589
41	Remainder of County.....	115	83	7,163	6,659	623	264	224	114	22	1,285	32	1,211
42	Mountrail County.....	134	104	10,839	10,001	763	342	308	145	15	1,634	31	1,110
43	Neelon County.....	134	84	6,598	5,694	426	198	155	127	17	946	37	693
44	Oliver County.....	21	11	662	558	29	15	12	23	7	132	2	(0)
45	Pembina County.....	181	127	12,648	11,432	833	399	310	197	29	2,291	30	1,256
46	Pierce County.....	86	62	6,978	6,542	670	263	217	89	12	1,126	16	551
47	Rugby.....	65	55	6,293	6,071	637	253	210	69	8	1,062	14	(D)
48	Remainder of County.....	21	7	685	471	33	10	7	20	4	64	2	(0)
49	Ramsey County.....	192	132	19,701	18,221	2,012	842	714	181	32	3,563	48	2,015
50	Devils Lake.....	118	94	16,225	15,569	1,763	722	617	111	18	3,065	22	1,163
51	Remainder of County.....	74	38	3,476	2,652	249	120	97	70	14	898	26	852
52	Ransom County.....	126	86	8,320	6,998	622	306	245	133	21	1,827	23	467
53	Renville County.....	61	47	5,210	4,976	366	154	126	57	10	887	15	369
54	Richland County.....	275	177	18,810	16,684	1,721	708	595	270	47	3,180	59	1,181
55	Walperton.....	86	66	9,469	9,107	1,132	433	369	77	14	1,424	11	321
56	Remainder of County.....	189	111	9,341	7,577	589	275	226	193	33	1,756	48	860

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
425	64,199	355	30,761	273	22,383	442	126,691	858	42,292	1,396	145,397	217	18,316	786	45,743	149	4,060	1
3	357	4	68	2	(D)	5	1,347	5	309	13	1,122	2	(D)	4	269	2
13	2,162	4	440	7	584	8	2,944	28	1,034	46	4,015	3	336	34	1,509	10	94	3
6	1,762	4	440	5	(D)	7	(D)	15	837	25	2,493	3	336	22	733	4	60	4
7	400	2	(D)	1	(D)	13	197	21	1,522	12	776	6	34	5
10	691	2	(D)	3	(D)	14	351	27	1,806	3	134	11	143	6
...	2	(D)	2	(D)	7
7	588	11	674	1	(D)	8	1,266	16	483	32	3,697	5	260	17	(D)	8
6	322	5	113	7	315	5	786	7	310	20	2,503	3	(D)	3	(D)	9
10	419	2	(D)	4	22	5	646	12	314	28	1,563	4	159	4	202	2	(D)	10
12	6,507	19	2,124	16	1,679	23	11,569	28	1,949	26	4,414	7	1,510	31	2,918	18	308	11
9	6,316	19	2,124	16	1,679	23	11,569	19	(D)	22	3,789	7	1,510	30	(D)	18	308	12
3	191	9	(D)	4	625	1	(D)	13
18	10,134	58	6,987	31	3,880	27	19,851	82	4,878	89	17,019	20	2,326	91	7,759	32	1,388	14
9	9,672	54	6,893	23	3,526	21	18,046	47	3,418	37	11,599	10	2,054	72	6,469	29	1,347	15
9	462	4	94	8	354	6	1,405	35	1,466	52	5,420	10	282	19	1,290	3	41	16
12	671	3	212	4	250	6	878	18	943	29	1,844	5	143	7	(D)	2	(D)	17
7	413	4	(D)	4	60	7	1,022	13	751	29	2,223	4	250	19	758	2	(D)	18
5	445	3	262	3	(D)	5	1,599	4	150	16	2,001	2	(D)	9	823	19
3	69	3	20	2	(D)	5	166	20	1,648	1	(D)	8	122	20
5	471	4	112	3	(D)	5	1,608	4	(D)	16	1,559	4	165	7	200	21
8	601	4	166	1	(D)	6	595	4	127	18	1,739	1	(D)	7	542	2	(D)	22
7	458	4	153	2	(D)	9	1,563	7	313	17	1,809	2	(D)	8	234	23
2	(D)	2	(D)	3	(D)	5	690	11	463	8	732	1	(D)	8	481	24
14	6,226	32	5,208	18	3,509	18	10,041	39	3,285	50	7,864	10	914	54	4,385	22	1,093	25
9	(D)	30	(D)	15	3,344	15	9,455	28	2,581	23	5,547	7	757	43	3,905	20	(D)	26
5	(D)	2	(D)	3	165	3	586	11	704	27	2,297	3	157	11	480	2	(D)	27
4	331	1	(D)	4	641	5	368	15	727	2	(D)	5	237	28
1	(D)	2	(D)	2	(D)	4	612	6	197	15	2,244	2	(D)	6	765	29
2	390	2	(D)	4	176	8	1,304	14	612	15	1,573	2	(D)	4	81	30
2	528	2	(D)	5	990	9	446	13	934	2	(D)	8	205	31
3	117	6	297	7	129	7	1,807	21	572	29	2,593	3	171	11	352	3
2	(D)	5	189	1	(D)	3	431	7	213	12	1,268	2	(D)	6	257	33
13	676	4	43	3	25	12	1,296	20	490	34	2,323	5	218	16	687	34
9	1,059	4	55	10	1,471	7	232	27	1,809	2	(D)	8	(D)	4	12	35
10	313	3	113	1	(D)	3	(D)	12	357	17	1,697	5	257	5	400	36
13	1,192	4	241	5	79	11	2,296	33	1,129	44	3,791	10	586	9	369	37
10	1,165	1	(D)	5	154	10	1,717	13	360	24	1,360	2	(D)	7	100	38
3	1,240	13	(D)	12	720	12	3,411	27	1,807	34	3,677	6	513	16	1,203	1	(D)	39
3	(D)	12	762	8	621	6	2,050	15	1,430	11	1,634	3	338	11	720	1	(D)	40
5	(D)	1	(D)	4	99	6	861	12	462	23	2,043	3	175	7	573	41
7	819	6	406	3	16	9	1,476	12	810	29	3,148	4	377	16	(D)	2	(D)	42
11	552	1	(D)	2	(D)	7	880	10	432	32	2,317	4	165	13	501	43
3	213	1	(D)	4	194	4	20	44
13	952	2	245	4	94	12	2,418	17	561	45	3,457	3	260	14	1,062	6	52	45
6	531	12	436	3	233	6	1,851	5	191	17	1,553	3	344	5	(D)	1	(D)	46
2	(D)	12	436	3	233	5	(D)	3	(D)	10	1,132	3	344	4	134	1	(D)	47
4	(D)	1	(D)	2	(D)	7	421	1	(D)	48
8	2,222	12	946	7	572	12	3,412	18	1,255	29	3,799	4	488	18	1,405	4	24	49
7	(D)	12	946	6	(D)	8	2,999	9	1,009	19	3,090	3	(D)	10	828	4	24	50
1	(D)	1	(D)	4	413	9	246	10	709	1	(D)	8	577	51
11	565	9	322	4	312	6	1,637	9	475	26	2,212	6	403	10	(D)	1	(D)	52
2	(D)	1	(D)	4	618	9	375	12	1,750	2	(D)	5	1,048	1	(D)	53
16	2,003	8	622	9	848	16	3,027	27	1,179	53	4,738	7	417	27	1,587	6	26	54
4	1,287	6	(D)	5	(D)	6	1,752	9	723	13	1,722	3	(D)	11	679	4	(D)	55
12	716	2	(D)	4	(D)	10	1,275	18	456	40	3,016	4	(D)	16	908	2	(D)	56

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

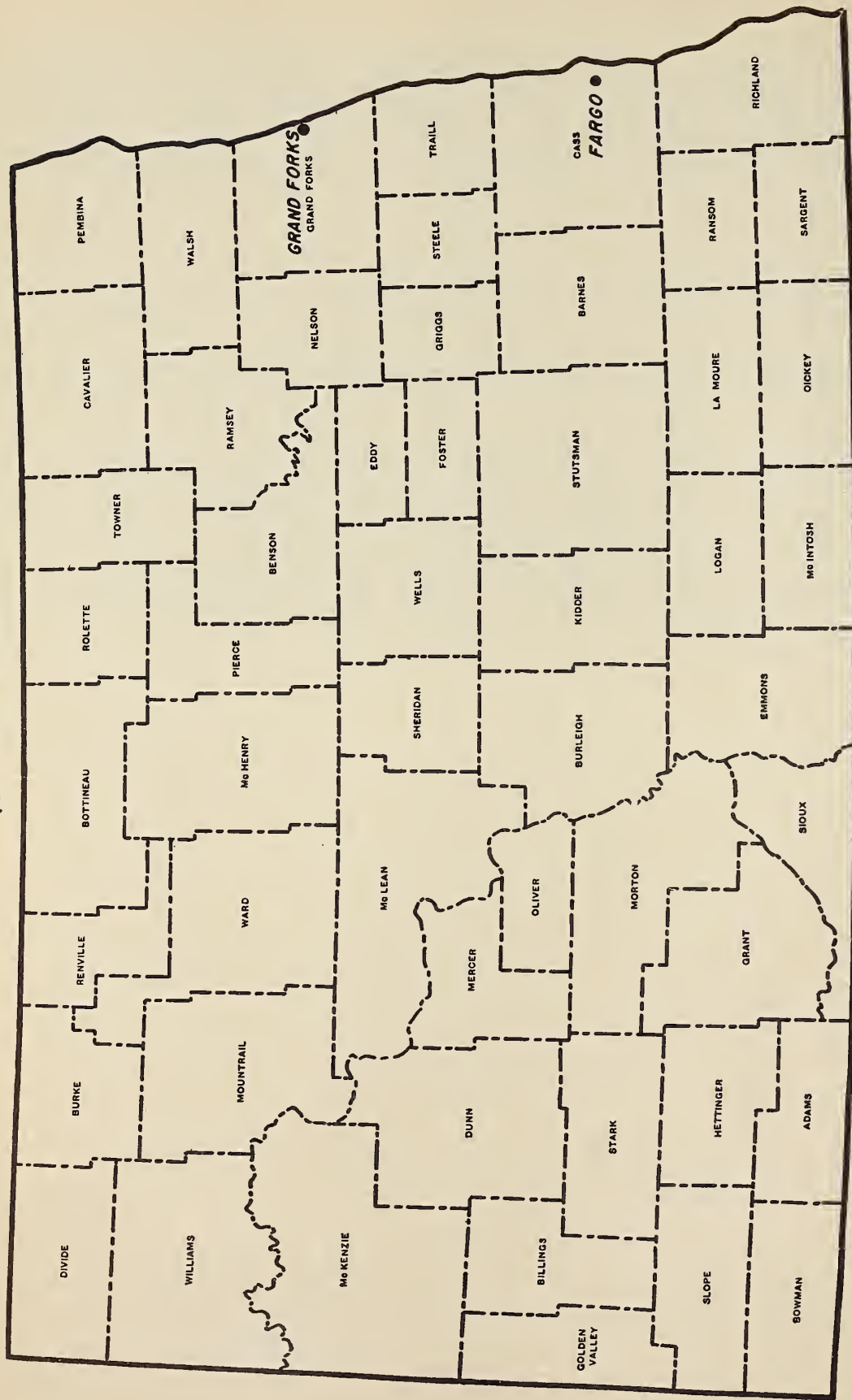
Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Rolette County.....	113	77	7,784	6,938	535	240	214	128	17	1,483	16	611
2	Sargent County.....	91	53	3,479	2,805	187	91	75	98	15	798	19	346
3	Sheridan County.....	60	38	3,350	2,796	154	74	59	77	12	466	9	167
4	Sioux County.....	27	15	1,270	1,058	62	36	27	27	3	(D)	5	107
5	Slope County.....	13	7	372	(D)	(D)	(D)	(D)	(D)	2	(D)	5	90
6	Stark County.....	194	162	19,188	18,430	2,003	824	716	182	23	2,647	41	2,332
7	Dickinson.....	128	112	15,460	15,086	1,713	692	599	113	10	1,515	24	1,837
8	Remainder of County.....	66	50	3,728	3,344	290	132	117	69	13	1,132	17	495
9	Steele County.....	56	40	2,707	2,363	162	91	70	49	11	568	11	260
10	Stutsman County.....	276	178	26,363	23,767	2,573	1,036	908	273	54	4,561	58	1,808
11	Jamestown.....	152	122	21,195	20,205	2,310	922	810	139	27	3,563	26	1,207
12	Remainder of County.....	124	56	5,168	3,562	263	114	98	134	27	978	32	601
13	Towner County.....	105	55	5,629	4,781	433	180	154	101	12	897	15	395
14	Traill County.....	186	132	12,306	11,112	865	437	358	187	25	1,764	45	983
15	Walsh County.....	252	186	19,417	18,293	1,508	703	597	257	42	3,115	58	1,623
16	Grafton.....	94	82	10,189	9,883	903	410	345	101	14	1,698	18	811
17	Remainder of County.....	158	104	9,228	8,410	605	293	252	156	28	1,417	40	812
18	Ward County.....	421	313	52,708	50,362	5,485	2,234	1,890	418	66	7,702	90	3,918
19	Minot.....	280	226	44,722	43,420	4,881	1,959	1,663	286	43	6,467	51	2,628
20	Remainder of County.....	141	87	7,986	6,942	604	275	227	132	23	1,215	39	1,290
21	Wells County.....	140	82	9,047	7,871	638	280	242	148	25	1,766	16	605
22	Williams County.....	310	224	30,357	28,421	3,030	1,142	1,002	327	40	5,281	69	2,605
23	Williston.....	156	126	20,914	20,156	2,294	831	737	177	22	4,044	28	1,177
24	Remainder of County.....	154	98	9,443	8,265	736	311	265	150	18	1,237	41	1,428

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.


Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
9	542	6	267	5	104	9	1,758	21	827	17	1,744	5	222	8	226	1	
3	91	2	(0)	5	520	12	335	21	(D)	3	58	11	127	2	
5	134	1	(0)	2	(0)	12	479	14	1,137	3	187	2	(0)	3	
7	494	3	58	3	(0)	6	182	4	
...	6	(D)	5	
6	2,173	8	1,040	16	673	18	4,053	21	1,516	31	3,423	6	573	22	(D)	2	(0)	6	
5	(D)	8	1,040	11	524	13	3,422	16	1,331	18	2,538	3	453	18	656	2	(0)	7	
1	(D)	5	149	5	631	5	185	13	885	3	120	4	(D)	8	
6	307	4	126	2	(0)	8	270	13	793	1	(0)	9	
13	1,952	11	1,230	8	(D)	14	5,012	28	2,085	47	6,480	7	753	33	1,279	3	(D)	10	
5	1,572	11	1,230	7	935	12	(D)	17	1,669	24	5,002	4	669	17	656	2	(0)	11	
8	380	1	(0)	2	(D)	11	416	23	1,478	3	84	16	623	1	(0)	12	
7	315	2	(0)	5	120	6	1,288	20	557	21	1,644	3	121	14	(D)	13	
10	729	7	183	7	384	15	2,225	14	735	41	3,821	5	291	15	(D)	2	(0)	14	
16	1,963	6	699	6	372	14	3,571	21	1,018	45	5,067	4	355	34	1,593	6	36	15	
4	946	4	(D)	5	(D)	7	2,032	11	446	15	2,452	2	(0)	12	607	2	(0)	16	
12	1,017	2	(0)	1	(0)	7	1,539	10	572	30	2,615	2	(0)	22	991	4	(D)	17	
18	5,965	30	3,389	18	3,431	16	10,412	61	3,340	49	7,721	13	2,501	53	3,999	7	330	18	
10	5,420	26	(D)	16	(D)	15	(D)	37	2,557	23	4,794	10	2,369	40	3,464	7	330	19	
8	545	2	(0)	2	(0)	1	(0)	24	783	26	2,927	3	132	13	535	20	
7	739	8	276	3	115	8	1,800	16	561	32	2,369	4	221	19	(D)	2	(0)	21	
10	2,653	18	1,537	11	1,369	23	6,952	36	2,205	52	4,969	11	819	33	1,603	7	164	22	
4	2,276	11	1,138	9	(D)	13	5,437	19	1,339	15	2,415	6	591	26	1,186	3	(D)	23	
6	577	7	399	2	(0)	10	1,515	17	866	37	2,554	5	228	7	417	4	(0)	24	

NORTH DAKOTA (53 COUNTIES)



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950) - NONE
-  STANDARD METROPOLITAN AREAS - NONE

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade	Wholesale Trade	Selected Service Trades
<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins
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<input type="checkbox"/> Central Business District Bulletins	<input type="checkbox"/> Census Volumes	<input type="checkbox"/> Census Volumes
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<input type="checkbox"/> Public Merchandise Warehouses		
<input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

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RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
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DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300

1954 Census of Business

RETAIL TRADE

December 1955

Series: PR-1-35

OHIO

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total	With payroll	Total, all establishments	Establishments with payroll	Total	With payroll	Total, all establishments	Establishments with payroll
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(\$1,000)	(\$1,000)
Total.....	86,881	61,021	9,618,537	9,081,357	86,666	60,125	7,244,995	6,767,060
Food stores.....	19,852	12,338	2,313,717	2,108,791	24,520	14,077	1,673,831	1,457,032
Eating, drinking places.....	17,239	14,379	770,405	724,001	17,260	13,471	624,463	580,097
General merchandise group.....	2,790	2,154	1,174,777	1,161,943	2,645	1,957	984,400	972,890
Apparel, accessories stores.....	5,483	4,671	523,156	509,620	5,116	4,003	461,900	445,283
Furniture, home furnishings, appliance dealers.....	5,090	3,480	482,459	452,989	4,207	2,961	334,165	314,973
Automotive group.....	4,610	3,776	1,747,113	1,720,885	4,878	4,011	1,149,479	1,116,133
Gasoline service stations.....	8,756	6,228	616,977	550,173	8,992	5,660	378,914	316,875
Lumber, bldg. matls., hardware, farm equipment dealers..	5,661	4,429	760,406	733,254	5,574	4,477	623,967	602,799
Drug stores, proprietary stores.....	2,791	2,563	292,270	286,700	2,713	2,460	216,418	211,317
Other retail stores.....	10,240	6,244	765,699	702,483	10,408	6,771	728,212	681,414
Nonstore retailers.....	4,369	759	171,558	130,518	353	277	69,246	68,247

OHIO

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Ohio, total.....	86,881	61,021	9,618,537	9,081,357	1,086,093	418,206	327,309	87,328	19,852	2,313,717	17,239	770,405
2	Adams County.....	242	146	15,995	13,951	967	464	384	278	63	3,386	30	549
3	Allen County.....	1,078	784	109,684	104,978	12,537	5,088	3,992	1,088	209	24,913	210	7,328
4	Delphos (part) ¹	82	78	6,616	6,406	609	301	215	87	15	1,881	12	467
5	Lima.....	736	536	87,153	84,065	10,566	4,172	3,314	716	136	19,094	147	5,389
6	Remainder of County.....	260	170	15,915	14,507	1,362	615	463	285	58	3,938	51	1,472
7	Ashland County.....	395	285	37,384	35,270	3,790	1,508	1,157	411	60	7,460	77	2,625
8	Ashland.....	220	158	24,300	23,302	2,721	1,061	809	221	34	4,896	38	1,118
9	Loudonville.....	71	55	6,825	6,245	564	222	171	74	8	1,010	11	446
10	Remainder of County.....	104	72	6,259	5,723	505	225	177	116	18	1,554	28	1,061
11	Ashtabula County.....	1,050	734	101,211	94,857	10,950	3,600	2,766	1,128	218	23,588	215	13,578
12	Ashtabula.....	411	287	51,095	48,577	6,636	1,816	1,431	427	98	11,049	67	9,631
13	Conneaut.....	173	123	15,516	14,420	1,616	628	463	181	40	4,008	32	1,009
14	Geneva.....	122	78	10,894	9,932	918	355	272	126	21	3,266	24	793
15	Lakeville.....	20	8	1,967	1,735	70	31	26	26	7	347	2	(D)
16	Remainder of County.....	324	238	21,739	20,193	1,710	770	574	368	52	4,918	90	(D)
17	Athens County.....	467	295	34,826	31,982	3,212	1,454	1,212	483	112	8,858	88	2,601
18	Athens.....	213	151	22,538	21,396	2,333	1,005	850	212	43	4,546	41	1,500
19	Nelsonville.....	78	54	6,073	5,739	506	245	203	81	13	2,248	15	357
20	Remainder of County.....	176	90	6,215	4,847	373	204	159	190	56	2,064	32	744
21	Auglaize County.....	418	286	33,653	31,111	2,773	1,183	933	472	82	8,143	54	2,003
22	St. Marys.....	126	90	9,438	8,784	879	373	291	131	23	2,078	18	618
23	Wapakoneta.....	127	85	10,970	10,256	1,061	436	352	145	24	2,230	12	565
24	Remainder of County.....	165	111	13,245	12,071	833	374	290	196	35	3,835	24	820
25	Belmont County.....	989	601	66,419	59,525	5,597	2,511	2,062	1,035	326	25,184	173	4,366
26	Barnevillle.....	99	73	8,609	8,243	976	389	322	83	24	1,968	3	146
27	Sellaire.....	208	132	15,413	13,863	1,390	648	495	213	72	6,209	39	906
28	Bridgeport.....	77	49	7,823	7,295	445	201	166	89	28	4,840	13	387
29	Martins Ferry.....	180	102	13,750	12,676	1,210	507	430	185	59	5,258	28	740
30	Shadyide.....	40	30	2,461	2,327	220	93	83	46	15	1,143	5	186
31	St. Clairsville.....	74	52	6,147	5,881	571	243	219	79	18	1,329	9	233
32	Remainder of County.....	311	163	12,216	9,240	785	430	347	340	110	4,437	76	1,768
33	Brown County.....	304	190	18,236	16,424	1,325	615	500	341	62	3,877	58	1,786
34	Butler County.....	1,536	1,110	180,836	171,210	20,016	7,759	6,262	1,545	367	40,944	324	14,647
35	Hamilton.....	811	585	100,999	96,203	10,912	4,144	3,353	825	199	21,016	170	7,667
36	Middletown.....	434	338	58,193	55,763	7,414	2,774	2,345	386	93	14,012	92	4,613
37	Oxford.....	66	50	7,650	7,400	762	423	248	73	17	1,885	14	697
38	Remainder of County.....	225	137	13,994	11,844	928	316	261	58	18	4,031	48	1,670
39	Carroll County.....	187	127	12,404	11,430	972	440	329	200	42	3,378	30	649
40	Carrollton.....	75	55	5,348	4,980	512	224	172	80	17	980	11	269
41	Remainder of County.....	112	72	7,056	6,450	460	216	157	120	25	2,398	19	380
42	Champaign County.....	334	230	27,390	25,232	2,421	1,030	853	321	69	5,918	46	1,497
43	Urbana.....	175	125	16,762	15,616	1,705	724	596	163	36	3,803	22	1,005
44	Remainder of County.....	159	105	10,628	9,616	716	306	257	158	33	2,115	24	492
45	Clark County.....	1,169	871	136,714	131,770	15,467	6,354	5,010	1,081	274	31,445	236	8,611
46	Springfield.....	965	731	121,607	117,599	14,437	5,915	4,657	867	225	28,105	203	7,840
47	Remainder of County.....	204	140	15,107	14,171	1,030	439	353	214	49	3,340	33	771
48	Clermont County.....	524	356	43,603	39,909	3,111	1,335	1,052	581	133	11,128	88	3,305
49	New Richmond.....	45	31	3,415	3,191	273	118	100	44	12	1,204	9	478
50	Remainder of County.....	489	325	40,188	36,718	2,838	1,217	952	537	121	9,924	79	2,827
51	Clinton County.....	307	219	30,645	28,601	2,622	1,128	919	320	65	6,774	35	1,487
52	Wilmington.....	147	109	16,583	15,857	1,632	698	559	145	25	3,663	16	932
53	Remainder of County.....	160	110	14,062	12,744	990	430	360	175	40	3,111	19	555
54	Columbiana County.....	1,156	854	105,662	99,658	10,381	4,444	3,514	1,164	239	27,545	200	6,548
55	Columbiana.....	80	58	8,106	7,382	809	332	272	80	12	1,347	9	276
56	East Palestine.....	83	63	8,276	7,846	627	255	199	89	10	2,475	10	346
57	Lebanon.....	34	24	2,053	1,717	131	66	47	35	12	780	4	69
58	Lisbon.....	75	63	6,344	6,130	560	273	212	76	10	1,595	14	557
59	Salem.....	221	163	25,427	24,103	2,856	1,126	861	199	34	6,209	31	1,179
60	Wellsville.....	108	78	5,347	4,825	440	186	160	120	28	2,246	27	578
61	Remainder of County.....	555	405	50,109	47,655	4,958	2,206	1,763	565	133	12,893	105	3,543
62	Coshocton County.....	338	220	28,104	25,612	2,566	1,168	901	369	72	6,512	58	2,144
63	Coshocton.....	216	162	23,190	21,946	2,276	1,011	795	218	42	5,370	47	1,806
64	Remainder of County.....	122	58	4,914	3,666	290	157	106	151	30	1,142	11	378
65	Crawford County.....	540	396	44,693	42,125	4,256	1,873	1,443	560	96	9,144	100	3,242
66	Bucyrus.....	209	157	16,956	15,968	1,710	740	577	213	38	3,060	36	1,127
67	Crestline.....	82	58	6,685	6,319	600	252	192	89	11	1,522	20	661
68	Galion.....	157	123	14,586	13,998	1,534	683	517	157	25	3,163	27	960
69	Remainder of County.....	92	58	6,466	5,840	412	198	157	101	22	1,399	17	494
70	Cuyahoga County.....	14,557	9,695	1,858,466	1,747,682	225,980	82,011	61,517	14,293	3,876	454,708	3,004	159,107
71	Bay.....	22	20	4,350	(D)	397	148	96	19	7	1,764	1	(D)
72	Bedford.....	159	107	20,594	19,310	2,074	637	519	165	29	3,152	29	1,294
73	Berea.....	134	112	18,074	17,518	1,910	693	500	111	22	5,655	23	991
74	Brecksville.....	41	31	3,300	3,026	374	152	130	45	4	866	11	525
75	Brook Park.....	10	10	1,723	1,723	607	246	203	7	8	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹Delphos is in Allen and Van Wert Counties.²Data for Remainder of County include those for Minerva (part).³Data for Remainder of County include those for East Liverpool.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
2,790	1,174,777	5,483	523,156	5,090	482,459	4,610	1,747,113	8,756	616,977	5,661	760,406	2,791	292,270	10,240	765,699	4,369	171,558	
11	641	7	288	11	546	23	3,387	37	1,567	33	2,872	7	290	18	(D)	2	(D)	
33	15,971	69	5,742	66	5,442	66	18,194	97	6,974	88	9,967	28	2,702	152	9,386	60	3,065	
4	499	7	430	6	560	6	693	8	654	8	489	3	(D)	13	(D)	
20	14,870	49	5,026	52	4,554	44	15,753	59	4,919	44	5,920	22	2,285	114	6,902	49	2,441	
9	602	13	286	8	328	16	1,748	30	1,401	36	3,558	3	(D)	25	(D)	11	624	
15	2,701	32	2,065	33	2,562	26	7,759	40	2,468	42	3,755	11	951	40	4,682	19	356	
8	2,374	19	1,501	22	2,182	19	5,409	17	1,319	13	1,654	6	719	30	2,844	14	284	
3	144	12	(D)	4	251	6	(D)	7	576	12	853	2	(D)	6	(D)	
4	183	1	(D)	7	129	1	(D)	16	573	17	1,248	3	(D)	4	(D)	5	72	
46	8,441	63	3,458	59	4,107	70	17,420	94	7,859	74	9,955	22	2,070	149	9,959	40	776	
11	5,562	34	1,987	26	2,806	23	7,664	33	2,537	24	4,910	11	1,036	62	3,488	22	455	
8	1,273	11	614	9	257	11	3,116	16	1,112	15	1,795	3	(D)	26	2,038	2	(D)	
4	(D)	12	600	9	553	14	2,463	11	867	7	317	3	447	15	1,088	2	(D)	
1	(D)	2	(D)	...	(D)	2	(D)	1	(D)	5	233	
22	1,234	6	257	13	(D)	22	(D)	32	(D)	27	(D)	5	(D)	41	3,142	14	181	
19	1,749	28	2,107	29	1,413	19	8,999	59	2,654	30	2,440	13	1,093	57	2,714	13	198	
7	1,123	16	1,604	15	968	11	7,011	20	1,191	16	1,742	6	786	33	1,985	5	82	
4	301	6	211	6	328	5	1,247	13	604	3	258	4	(D)	5	266	4	(D)	
8	325	6	292	8	117	3	741	26	859	11	440	3	(D)	19	463	4	(D)	
17	1,950	21	1,006	28	1,679	37	7,100	44	2,407	39	3,132	9	588	60	5,238	27	307	
5	878	10	574	8	312	15	2,854	7	652	7	395	3	225	22	794	8	58	
7	931	7	359	9	824	11	2,236	15	809	11	789	2	(D)	18	(D)	11	87	
5	141	4	73	11	543	11	2,010	22	946	21	1,948	4	(D)	20	(D)	8	162	
29	4,739	50	2,268	38	2,489	55	10,183	107	5,828	68	4,330	24	1,365	94	5,076	25	581	
4	1,611	7	393	3	(D)	7	1,211	12	656	9	1,103	3	269	21	730	6	(D)	
4	1,220	19	940	10	597	10	2,578	13	745	5	658	9	508	27	1,052	
1	(D)	2	(D)	2	(D)	5	148	11	736	4	134	1	(D)	4	(D)	
1	(D)	13	627	10	986	12	3,022	17	1,008	11	(D)	5	239	18	1,121	6	46	
2	(D)	2	(D)	3	115	3	(D)	5	284	2	(D)	2	(D)	1	(D)	
2	(D)	3	165	2	(D)	10	2,296	10	754	7	379	2	(D)	9	544	
15	1,085	4	91	8	166	8	(D)	39	1,655	30	1,341	2	(D)	14	836	5	131	
21	1,061	10	341	14	364	18	1,731	37	2,436	29	3,708	11	525	36	2,310	8	97	
44	17,307	100	10,042	77	10,735	92	33,066	158	11,077	83	22,278	37	4,543	197	14,328	57	1,849	
21	11,178	56	4,750	45	5,427	47	18,405	72	5,101	53	16,744	22	2,533	95	7,263	31	915	
11	5,028	37	5,048	26	5,072	32	10,328	40	3,900	13	2,827	8	1,545	65	4,983	17	837	
2	(D)	7	244	1	(D)	5	2,168	4	318	2	(D)	3	(D)	11	1,138	
10	(D)	5	(D)	8	2,185	42	1,758	15	(D)	4	(D)	26	944	9	97	
9	1,388	8	349	15	577	15	2,185	26	1,417	16	1,091	4	217	17	1,135	5	18	
3	(D)	7	(D)	11	484	4	1,043	5	403	6	593	3	(D)	5	(D)	3	(D)	
6	(D)	1	(D)	4	93	11	1,142	21	1,014	10	498	1	(D)	12	(D)	2	(D)	
16	1,172	14	755	25	889	25	(D)	36	2,166	25	2,483	9	817	63	5,049	6	(D)	
2	(D)	12	(D)	13	518	19	4,707	13	1,122	12	1,362	5	677	39	2,129	2	(D)	
14	(D)	2	(D)	12	371	6	(D)	23	1,044	13	1,121	4	140	24	2,920	4	(D)	
24	19,586	64	6,847	74	6,526	54	24,880	124	9,229	72	10,493	42	4,286	130	13,168	75	1,643	
19	19,252	61	6,735	62	6,281	41	21,478	96	7,840	49	7,558	37	4,047	107	10,890	65	1,581	
5	334	3	112	12	245	13	3,402	28	1,389	23	2,935	5	239	23	2,278	10	62	
26	1,758	15	623	17	1,487	30	9,110	73	3,800	41	5,801	17	1,296	63	4,913	31	382	
1	(D)	2	(D)	4	625	5	200	3	309	2	(D)	5	(D)	2	(D)	
25	(D)	13	(D)	17	1,487	26	8,485	68	3,600	38	5,492	15	(D)	58	(D)	29	(D)	
12	1,266	17	1,125	21	955	24	7,460	39	2,064	33	4,570	10	619	36	3,606	15	619	
6	987	14	(D)	11	715	11	3,387	19	1,138	16	2,545	5	439	21	1,412	3	(D)	
6	379	3	(D)	10	240	13	4,073	20	926	17	2,025	5	180	15	2,194	12	(D)	
41	8,969	98	6,282	69	4,826	87	20,082	128	10,041	84	8,775	37	3,986	125	7,683	48	925	
2	(D)	10	433	4	259	13	2,399	9	2,024	6	717	3	200	8	156	4	(D)	
4	(D)	8	356	9	278	9	1,675	8	549	7	960	2	(D)	13	945	3	(D)	
2	(D)	3	52	1	(D)	2	(D)	2	(D)	2	(D)	1	(D)	5	134	
2	(D)	5	187	5	240	11	1,073	7	596	5	687	3	(D)	7	850	6	50	
7	3,053	25	1,731	18	2,037	21	5,460	24	1,506	17	1,518	5	760	25	1,813	14	161	
1	(D)	5	123	4	142	7	(D)	12	504	4	(D)	6	371	10	255	4	78	
23	5,106	42	3,400	28	(D)	24	8,554	66	(D)	43	4,068	17	2,043	57	3,530	17	429	
21	3,330	21	1,447	18	1,155	26	4,654	34	1,939	35	2,761	11	816	35	3,118	7	188	
8	2,736	18	1,392	12	1,047	21	4,495	21	1,482	15	1,585	6	671	23	2,534	3	92	
13	594	3	55	6	108	5	159	13	457	20	1,196	5	145	12	584	4	96	
11	2,238	47	2,342	52	2,601	38	9,363	47	3,157	55	6,756	12	1,017	68	4,643	14	190	
4	1,146	21	1,058	20	1,158	17	4,155	21	1,242	16	2,041	4	510	26	1,331	6	128	
2	(D)	7	308	4	232	7	(D)	11	565	4	711	3	140	9	378	4	14	
4	908	15	879	16	961	13	3,049	10	1,047	21	2,234	2	(D)	22	1,051	2	(D)	
1	(D)	4	97	12	250	1	(D)	5	303	14	1,770	3	(D)	11	1,683	2	(D)	
343	288,914	1,081	111,365	855	95,788	459	317,015	1,224	97,787	694	94,220	567	69,224	1,599	126,512	855	41,826	
1	(D)	2	(D)	2	(D)	2	(D)	2	(D)	1	(D)	2	(D)	2	(D)	
3	427	12	350	9	420	14	11,309	24	1,326	9	1,355	2	(D)	23	(D)	5	78	
3	486	17	825	10	672	9	4,772	14	1,017	8	1,211	5	719	17	1,680	6	46	
2	(D)	4	146	1	(D)	3	618	3	(D)	2	(D)	5	257	6	80	
...	1	(D)	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
	Cuyahoga County--Con.												
1	Chagrin Falls.....	86	66	12,366	12,052	1,101	383	281	93	13	2,829	13	373
2	Cleveland.....	10,737	7,037	1,362,534	1,275,326	173,532	63,181	48,789	10,659	3,107	310,391	2,377	123,922
3	East Cleveland.....	307	217	36,460	34,646	4,255	1,436	1,082	293	63	8,365	45	2,896
4	Euclid.....	238	174	46,530	44,860	4,432	1,582	1,142	216	41	12,815	44	2,851
5	Fairview Park.....	101	79	23,544	22,848	2,801	1,452	935	68	20	8,661	11	621
6	Garfield Heights.....	147	99	10,975	10,177	1,031	463	288	137	39	3,815	26	1,374
7	Independence.....	33	21	3,384	3,156	342	123	78	38	5	1,054	6	401
8	Lakewood.....	508	374	73,321	70,759	8,066	2,579	1,944	495	114	17,707	90	4,321
9	Lyndhurst.....	33	25	2,960	2,586	309	132	79	39	8	1,293	4	283
10	Maple Heights.....	144	98	15,271	14,139	1,294	470	373	148	36	7,850	19	589
11	Mayfield Heights.....	64	50	10,679	10,325	1,325	550	391	55	16	5,515	11	602
12	North Olmsted.....	65	43	4,681	4,465	433	154	109	66	13	1,351	18	608
13	North Royalton.....	34	20	2,157	1,469	114	60	36	37	7	384	6	224
14	Parma.....	241	155	27,431	25,489	2,525	950	629	255	54	9,664	36	1,911
15	Shaker Heights.....	175	137	39,322	38,578	4,406	1,369	1,132	138	28	11,246	21	2,604
16	Solon.....	24	16	2,072	1,786	176	58	47	25	8	637	3	131
17	South Euclid.....	149	99	22,401	21,689	2,561	846	642	141	17	6,574	20	1,673
18	Strongsville.....	38	26	3,563	3,287	350	113	82	34	5	515	8	384
19	Westlake.....	55	35	3,552	3,232	375	172	128	59	12	696	15	804
20	Remainder of County ⁴	1,012	644	107,222	(D)	11,190	4,062	2,882	950	208	31,909	159	8,212
21	Darke County.....	493	323	44,988	41,092	3,490	1,480	1,116	522	102	9,358	57	2,028
22	Greenville.....	204	136	22,127	20,455	2,010	851	642	198	37	4,905	17	761
23	Remainder of County.....	289	187	22,861	20,637	1,480	629	474	324	65	4,453	40	1,267
24	Defiance County.....	337	245	35,316	33,834	3,190	1,264	975	340	55	6,982	51	1,867
25	Defiance.....	210	156	24,341	23,601	2,465	956	737	202	30	5,094	32	1,415
26	Hicksville.....	63	45	5,074	4,674	372	168	119	75	11	1,202	7	151
27	Remainder of County.....	64	44	5,901	5,559	353	140	119	63	14	686	12	301
28	Delaware County.....	285	211	28,362	26,948	2,674	1,082	860	297	48	5,860	45	2,286
29	Delaware.....	177	145	19,260	18,564	2,056	834	651	179	24	4,358	31	1,851
30	Remainder of County.....	108	66	9,102	8,384	618	248	209	118	24	1,502	14	435
31	Erie County.....	702	474	66,981	61,863	7,127	2,754	1,969	729	132	16,819	184	6,679
32	Huron.....	57	37	4,331	3,887	415	152	122	65	10	975	16	497
33	Sandusky.....	448	300	49,739	46,131	5,619	2,072	1,493	451	84	12,005	107	4,234
34	Remainder of County.....	197	137	12,911	11,845	1,243	530	354	213	38	3,839	61	1,948
35	Fairfield County.....	594	410	54,147	50,785	5,146	2,196	1,751	613	107	13,668	109	4,268
36	Lancaster.....	377	277	41,661	39,865	4,392	1,839	1,468	374	66	10,493	69	3,131
37	Remainder of County.....	217	133	12,486	10,920	754	357	283	239	41	3,175	40	1,137
38	Payette County.....	272	186	31,126	29,514	3,144	1,339	1,154	269	75	6,146	54	2,311
39	Washington.....	192	138	26,878	25,986	2,686	1,113	949	184	46	5,142	32	1,216
40	Remainder of County.....	80	48	4,248	3,528	458	226	205	85	29	1,004	22	1,095
41	Franklin County.....	5,280	3,826	717,294	686,350	91,247	35,443	28,549	5,027	1,114	161,203	1,082	60,363
42	Bexley.....	59	33	5,598	5,060	527	251	164	56	9	2,100	5	466
43	Columbus.....	4,440	3,242	627,160	601,638	82,071	31,450	25,483	4,185	949	135,487	934	52,438
44	Upper Arlington.....	39	33	5,929	5,773	764	304	221	26	2	(O)	3	169
45	Westerville.....	58	50	8,142	8,040	836	289	205	64	16	1,751	8	291
46	Whitehall.....	55	37	13,221	12,953	1,054	483	403	50	13	9,325	9	351
47	Remainder of County ⁵	629	431	57,244	52,886	5,995	2,666	2,073	646	125	(D)	123	6,448
48	Fulton County.....	369	281	33,391	31,905	2,571	961	739	416	61	5,245	48	1,533
49	Wauseon.....	99	73	10,268	9,968	823	295	233	114	15	1,836	6	256
50	Remainder of County.....	270	208	23,123	21,937	1,748	666	506	302	46	3,409	42	1,277
51	Gallia County.....	250	146	20,394	17,854	1,652	785	635	259	72	5,206	37	1,531
52	Gallipolis.....	140	112	16,253	15,581	1,522	722	585	137	23	3,397	23	1,031
53	Remainder of County.....	110	34	4,141	2,273	130	63	50	122	49	1,809	14	500
54	Geauga County.....	290	172	22,943	20,497	1,891	741	588	335	53	5,872	64	1,880
55	Greene County.....	508	398	61,026	58,088	5,844	2,316	1,741	482	106	14,560	77	3,688
56	Fairborn.....	115	89	17,516	16,510	1,747	683	510	103	19	4,023	16	1,071
57	Xenia.....	198	156	28,826	27,886	2,989	1,120	869	174	42	6,274	27	1,537
58	Yellow Springs.....	36	32	3,137	3,049	313	143	111	35	6	643	7	323
59	Remainder of County.....	159	121	11,547	10,643	795	370	251	170	39	3,620	27	757
60	Guernsey County.....	462	278	30,343	27,089	3,129	1,469	1,170	471	100	7,618	85	2,414
61	Cambridge.....	286	184	22,988	21,468	2,607	1,173	947	274	62	5,228	49	1,499
62	Remainder of County.....	176	94	7,355	5,621	522	296	223	197	38	2,390	36	915
63	Hamilton County.....	7,987	5,865	974,806	932,288	119,317	44,931	35,527	7,832	2,097	225,477	1,698	88,585
64	Cheviot.....	112	100	11,365	11,239	1,176	530	380	118	24	4,197	28	1,145
65	Cincinnati.....	6,001	4,361	774,220	741,292	97,938	36,570	29,153	5,858	1,645	165,273	1,255	66,174
66	Deer Park.....	46	38	5,631	5,395	502	233	141	43	14	2,935	9	537
67	Golf Manor.....	9	9	3,356	3,350	359	131	96	11	3	(O)	1	(O)
68	Greenhills.....	7	5	1,169	(O)	(O)	(O)	(O)	(O)	1	(O)	1	(O)
69	Lincoln Heights.....	13	9	685	(D)	(D)	(D)	(D)	(D)	9	451	2	(O)
70	Madeira.....	37	27	3,216	3,096	276	112	79	39	9	1,428	4	208
71	Marionmont.....	24	18	5,079	5,013	390	141	92	18	8	3,455	1	(O)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

⁴Data for Remainder of County include those for Brooklyn, Cleveland Heights, Newburgh Heights, Parma Heights, Rocky River, University Heights, and Warrensville Heights.⁵Data for Remainder of County include those for Grandview Heights.

Kind-of-business group—Continued

Kind-of-business group - Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
2	(D)	2	(D)	4	565	4	3,049	8	842	10	2,009	3	557	17	1,480	10	86	1
264	263,202	815	89,335	600	77,163	319	199,823	720	55,050	463	66,226	414	47,761	1,144	96,064	514	33,597	2
3	(D)	14	988	21	1,868	7	11,333	40	2,992	16	1,070	20	2,148	41	(D)	37	1,303	3
6	5,926	21	1,967	10	1,823	11	12,962	20	2,340	12	1,230	13	2,072	33	2,112	27	432	4
4	8,281	18	2,297	10	560	1	(D)	8	717	5	373	3	614	11	(D)	8	116	5
4	571	17	825	6	254	5	151	20	1,693	8	444	7	666	9	1,122	6	60	6
1	(D)	1	(D)	2	(D)	2	(D)	6	560	2	(D)	1	(D)	5	753	2	7	7
14	3,111	28	1,838	25	2,396	22	29,820	60	4,765	29	1,548	31	2,783	57	4,020	38	1,012	8
...	4	182	8	664	4	224	2	(D)	3	70	9
1	(D)	8	554	11	853	1	(D)	23	1,636	3	336	2	160	2	(D)	13	306	10
2	(D)	7	361	2	(D)	1	(D)	4	712	7	813	2	(D)	9	485	8	(D)	11
...	...	2	(D)	2	(D)	2	(D)	11	834	3	101	2	(D)	12
...	...	1	(D)	2	(D)	2	(D)	37	3,382	16	1,319	5	1,087	30	2,387	21	512	13
4	300	5	249	24	2,069	9	4,551	37	3,382	16	1,319	5	1,087	30	2,387	21	512	14
6	(D)	26	2,207	14	1,027	8	12,488	18	2,188	6	1,128	6	1,169	30	(D)	12	173	15
...	2	(D)	1	(D)	4	415	2	(D)	2	(D)	2	(D)	16
3	(D)	14	1,216	14	2,093	4	(D)	18	2,104	9	3,189	3	541	20	2,311	27	348	17
1	(D)	1	(D)	1	(D)	2	(D)	10	565	4	390	1	(D)	2	(D)	3	63	18
...	4	93	2	(D)	10	540	6	761	1	(D)	5	(D)	19
17	2,287	66	7,923	71	3,478	29	19,886	149	12,216	60	8,000	36	5,877	107	5,767	110	1,667	20
25	2,616	27	1,668	36	1,753	42	9,699	60	3,234	42	8,033	10	748	62	5,547	30	304	21
9	1,939	17	1,355	17	1,107	19	4,705	21	1,176	12	2,770	5	493	38	2,618	12	98	22
16	677	10	313	19	646	23	4,994	39	2,058	30	5,263	5	255	24	2,729	18	206	23
8	2,186	22	1,155	17	1,390	30	9,439	44	1,921	33	4,252	9	702	44	4,582	24	840	24
4	1,667	18	935	10	1,032	17	6,428	30	1,377	15	2,446	6	573	28	2,588	20	786	25
2	(D)	3	(D)	5	(D)	5	1,125	6	375	9	1,101	2	(D)	11	408	2	(D)	26
2	(D)	1	(D)	2	(D)	8	1,886	8	169	9	705	1	(D)	5	1,586	2	(D)	27
15	1,296	20	1,475	16	957	20	5,189	34	2,114	33	6,739	8	502	31	1,771	15	173	28
8	967	17	1,296	13	756	14	4,771	21	1,531	15	1,793	6	(D)	24	(D)	4	40	29
7	329	3	179	3	201	6	418	13	583	18	4,946	2	(D)	7	(D)	11	133	30
19	5,601	49	3,846	48	5,244	45	12,681	58	4,387	34	4,718	22	2,398	78	3,765	33	843	31
2	(D)	1	(D)	5	163	5	1,370	7	615	2	(D)	2	(D)	3	25	4	26	32
10	5,045	44	3,530	36	4,879	26	8,968	31	2,655	16	2,703	15	1,966	61	3,165	18	589	33
7	(D)	4	(D)	7	202	14	2,343	20	1,117	16	(D)	5	(D)	14	575	11	228	34
26	4,088	34	2,726	51	3,187	47	9,304	63	4,357	55	5,872	18	1,685	55	4,318	29	674	35
11	3,239	32	(D)	41	2,871	30	7,578	42	3,382	29	4,287	9	1,470	31	(D)	17	376	36
15	849	2	(D)	10	316	17	1,726	21	975	26	1,585	9	215	24	(D)	12	298	37
9	2,555	10	743	15	1,196	14	4,714	28	1,624	17	3,838	6	566	41	7,322	3	111	38
7	(D)	10	743	11	(D)	14	4,714	22	1,450	12	2,968	5	(D)	31	6,513	2	(D)	39
2	(D)	4	(D)	6	174	5	870	1	(D)	10	809	1	(D)	40
133	110,264	350	49,559	282	31,899	273	119,964	519	44,884	259	47,959	207	24,946	692	51,478	369	14,775	41
2	(D)	7	198	3	537	2	(D)	4	323	2	(D)	4	330	9	1,074	12	230	42
109	105,874	308	45,848	244	28,435	233	111,802	392	35,034	200	36,444	177	21,654	586	40,806	308	13,338	43
...	...	5	1,180	5	761	1	(D)	8	941	5	420	4	(D)	4	(D)	2	(D)	44
3	284	3	161	2	(D)	4	1,096	6	496	6	2,631	2	(D)	7	(D)	1	(D)	45
...	...	6	518	2	(D)	2	(D)	11	777	1	(D)	3	(D)	6	337	2	(D)	46
19	(D)	21	1,654	26	1,595	31	6,699	98	7,313	45	7,629	17	1,561	80	8,409	44	1,007	47
23	1,246	21	781	20	1,274	37	9,239	37	2,620	52	5,566	10	591	38	5,003	22	293	48
4	374	7	305	4	352	13	2,941	10	548	9	1,517	2	(D)	18	(D)	11	112	49
19	872	14	476	16	922	24	6,298	27	2,072	43	4,049	8	(D)	20	(D)	11	181	50
6	1,166	10	926	15	776	17	4,179	39	2,421	18	1,600	5	394	25	2,065	6	130	51
4	(D)	10	926	11	730	15	(D)	15	1,263	14	(D)	5	(D)	18	1,776	2	(D)	52
2	(D)	4	46	2	(D)	24	1,158	4	(D)	...	(D)	7	289	4	(D)	53
16	1,111	7	436	21	662	19	4,624	35	1,647	25	2,915	6	597	28	2,981	16	218	54
27	3,422	34	2,197	31	2,365	38	15,557	51	4,336	43	6,159	13	1,849	76	6,682	12	211	55
8	650	9	507	9	829	11	4,557	10	1,394	6	1,401	4	776	22	(D)	1	(D)	56
6	2,389	16	1,370	14	1,354	19	9,303	12	1,152	15	2,179	3	(D)	37	2,639	7	(D)	57
2	(D)	1	(D)	4	75	2	(D)	3	264	6	690	2	(D)	1	(D)	1	(D)	58
11	(D)	8	(D)	4	107	6	(D)	26	1,526	16	1,889	4	285	15	1,523	3	82	59
32	3,564	24	1,804	22	1,543	23	4,133	58	3,038	33	2,849	9	668	60	2,557	16	155	60
9	2,813	21	1,719	17	1,287	17	3,506	30	1,880	16	2,224	6	597	46	2,120	13	115	61
23	751	3	85	5	256	6	627	28	1,158	17	625	3	71	14	437	3	40	62
218	140,225	551	67,510	424	49,726	243	167,738	603	51,097	317	55,553	348	30,979	910	69,069	578	28,847	63
1	(D)	11	670	7	462	6	1,889	9	613	6	559	5	310	11	(D)	6	99	64
171	135,895	438	60,165	316	38,223	172	140,046	400	35,345	198	35,531	268	23,751	706	53,535	432	20,282	65
...	3	162	1	(D)	5	451	7	805	3	211	2	(D)	2	(D)	66
...	1	(D)	1	(D)	2	(D)	1	(D)	67
1	(D)	1	(D)	1	(D)	2	(D)	68
...	(D)	1	(D)	69
1	(D)	2	(D)	2	(D)	5	351	3	(D)	2	(D)	5	125	4	12	70
...	(D)	2	(D)	2	(D)	3	(D)	1	(D)	2	(D)	3	72	71

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Hamilton County--Con.												
2	Mount Healthy.....	52	44	4,523	4,305	527	229	154	54	6	1,109	8	535
3	North College Hill.....	66	50	7,164	6,776	681	312	216	67	22	3,796	10	565
4	Norwood.....	409	307	48,797	46,717	5,765	1,958	1,578	366	102	10,844	81	3,929
5	Reading.....	134	104	17,919	17,229	1,787	637	521	134	23	3,750	34	2,089
6	St. Bernard.....	81	63	7,154	6,862	831	276	211	74	22	2,491	19	791
7	Silverton.....	64	58	8,143	8,023	970	401	288	62	9	2,582	13	940
8	Wyoming.....	25	21	2,236	2,178	223	93	72	25	10	1,058	2	(0)
	Remainder of County ⁶	907	651	74,147	69,097	7,724	3,205	2,492	943	190	19,185	232	11,485
9	Hancock County.....	512	366	50,470	47,802	5,151	2,087	1,589	518	80	10,640	97	3,912
10	Findlay.....	367	275	39,139	37,503	4,240	1,729	1,307	350	58	8,110	62	2,779
11	Fostoria (part) ⁷	22	12	1,815	1,541	214	73	71	20	4	458	3	(0)
12	Remainder of County.....	123	79	9,516	8,758	697	285	211	148	18	2,072	32	(D)
13	Hardin County.....	346	246	26,000	23,912	2,177	988	804	368	68	6,438	60	1,507
14	Ada.....	53	35	4,121	3,641	335	138	99	63	12	1,194	5	134
15	Kenton.....	164	130	15,372	14,648	1,487	644	535	154	27	2,851	25	902
16	Remainder of County.....	129	81	6,507	5,623	355	206	170	151	29	2,393	30	471
17	Harrison County.....	228	140	12,061	10,315	970	484	396	248	47	3,303	41	953
18	Cadiz.....	91	55	5,528	5,064	544	257	221	89	10	1,081	11	282
19	Remainder of County.....	137	85	6,533	5,251	426	227	175	159	37	2,222	30	671
20	Henry County.....	318	214	29,076	27,010	2,519	1,069	835	316	53	6,827	57	2,464
21	Napoleon.....	128	94	15,731	14,979	1,579	636	502	120	23	3,639	20	858
22	Remainder of County.....	190	120	13,345	12,031	940	433	333	196	30	3,188	37	1,606
23	Highland County.....	379	255	32,399	30,377	2,876	1,292	1,037	385	85	7,157	51	1,859
24	Greenfield.....	96	70	10,205	9,829	1,047	462	365	97	19	2,306	14	546
25	Hillsboro.....	156	104	14,315	13,527	1,278	574	467	152	34	3,120	21	829
26	Remainder of County.....	127	81	7,879	7,021	551	256	205	136	32	1,731	16	484
27	Hocking County.....	215	141	17,201	15,667	1,615	737	548	209	47	3,922	36	1,065
28	Logan.....	135	95	13,845	13,019	1,430	622	471	123	23	2,795	20	599
29	Remainder of County.....	80	46	3,356	2,648	185	115	77	86	24	1,127	16	466
30	Holmes County.....	148	104	11,479	10,609	779	345	282	172	34	2,832	19	488
31	Huron County.....	474	370	43,506	40,914	4,251	1,615	1,330	497	80	9,447	89	3,666
32	Bellevue (part) ⁸	61	47	6,104	5,668	641	243	204	69	8	1,178	12	536
33	Willard.....	142	124	17,980	17,378	1,953	726	591	134	25	3,691	22	1,192
34	Norwalk.....	68	50	5,600	5,212	508	190	161	75	16	1,418	11	415
35	Remainder of County.....	203	149	13,822	12,656	1,149	456	374	219	31	3,160	44	1,523
36	Jackson County.....	351	243	28,554	26,646	2,695	1,230	991	340	86	6,164	55	1,900
37	Jackson.....	165	127	18,434	17,746	1,893	796	668	156	29	3,839	28	1,086
38	Wellston.....	98	66	5,700	5,214	488	294	200	88	25	1,249	18	571
39	Remainder of County.....	88	50	4,420	3,686	314	140	123	96	32	1,076	9	243
40	Jefferson County.....	1,066	730	104,971	98,397	10,840	4,670	3,848	1,133	307	29,834	247	7,108
41	Mingo Junction.....	59	35	2,598	2,108	221	107	84	63	20	852	11	310
42	Steuensville.....	509	393	74,258	71,752	8,538	3,554	2,977	514	142	19,692	106	4,001
43	Toronto.....	105	69	7,292	6,512	575	254	197	110	28	2,104	22	431
44	Remainder of County.....	393	233	20,823	18,025	1,506	755	590	446	117	7,186	108	2,366
45	Knox County.....	409	289	38,131	35,995	3,947	1,595	1,335	396	78	8,504	62	2,301
46	Mount Vernon.....	254	178	27,621	26,169	3,055	1,238	1,016	232	53	6,470	34	1,527
47	Remainder of County.....	155	111	10,510	9,826	892	357	319	164	25	2,034	28	774
48	Lake County.....	846	592	104,868	98,766	11,301	3,900	2,936	803	173	26,136	166	6,765
49	Eastlake.....	42	30	2,891	2,673	227	107	57	44	9	1,220	9	380
50	Painesville.....	229	173	40,807	39,387	4,659	1,648	1,276	192	40	9,118	25	1,382
51	Wickliffe.....	54	40	10,049	9,487	956	264	212	59	13	1,436	10	284
52	Willoughby.....	184	120	24,308	22,874	2,739	820	636	166	42	6,153	31	1,533
53	Willowick.....	15	13	1,885	(D)	229	103	59	20	4	582	4	416
54	Remainder of County ⁹	322	216	24,928	(D)	2,491	958	696	322	65	7,627	87	2,770
55	Lawrence County.....	432	288	35,907	33,235	3,239	1,489	1,210	431	140	10,969	79	3,002
56	Ironton.....	255	201	26,826	25,938	2,722	1,241	1,009	243	51	7,420	52	2,394
57	Remainder of County.....	177	87	9,081	7,297	517	248	201	188	89	3,549	27	608
58	Licking County.....	876	614	77,693	74,047	7,947	3,472	2,797	938	161	19,308	159	5,401
59	Granville.....	35	27	2,265	2,157	187	94	70	40	3	395	3	146
60	Newark.....	498	364	56,878	54,904	6,354	2,697	2,189	508	98	15,315	92	3,530
61	Remainder of County.....	343	223	18,550	16,986	1,406	681	538	390	60	3,598	64	1,725
62	Logan County.....	496	334	40,976	38,070	3,701	1,519	1,247	506	96	10,090	103	3,656
63	Bellefontaine.....	190	150	21,897	21,153	2,374	996	837	185	29	3,994	30	2,132
64	Remainder of County.....	306	184	19,079	16,917	1,327	523	410	321	67	6,096	73	1,524
65	Lorain County.....	1,694	1,210	175,905	164,895	18,454	7,420	5,571	1,649	350	46,887	338	13,532
66	Amherst.....	88	60	8,538	7,686	642	239	165	89	17	2,336	9	321
67	Avon.....	28	16	2,247	1,831	186	88	70	30	10	632	6	446
68	Avon Lake.....	34	28	4,616	4,382	389	168	120	31	8	1,963	5	272
69	Elyria.....	422	306	53,632	50,604	5,963	2,168	1,713	383	70	12,524	75	3,323
70	Lorain.....	696	506	70,387	66,567	7,968	3,222	2,414	666	164	20,362	147	5,769
71	Oberlin.....	78	54	5,966	5,306	618	299	188	92	13	1,436	13	522
72	Wellington.....	69	51	5,239	4,959	423	175	122	72	12	1,497	10	318
73	Remainder of County.....	279	189	25,280	23,560	2,265	1,061	779	286	56	6,137	73	2,561
74	Lucas County.....	4,157	3,091	508,106	486,634	65,071	23,065	17,432	4,073	824	118,708	1,013	46,264
75	Maumee.....	77	63	11,134	10,918	1,130	397	334	72	10	2,892	15	882
76	Toledo.....	3,558	2,622	442,046	422,680	58,747	20,657	15,572	3,475	712	93,902	879	40,298
77	Remainder of County.....	522	406	54,926	53,036	5,194	2,011	1,526	526	102	21,914	119	5,084

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
⁶Data for Remainder of County include those for Elwood Place and Lockland. ⁷Fostoria is in Hancock, Seneca, and Wood counties. ⁸Bellevue is in Huron and Sandusky counties. ⁹Data for Remainder of County include those for Fairport.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
1	(D)	4	293	5	209	2	(D)	6	417	3	(D)	3	300	10	596	4	86	1
2	(D)	***	***	3	93	1	(D)	6	726	5	(D)	3	267	6	145	8	102	2
5	1,250	27	2,432	36	4,285	16	12,646	23	2,156	19	2,411	18	1,615	49	3,233	33	3,996	3
2	(D)	6	481	9	1,255	9	3,805	14	1,144	6	1,296	3	(D)	16	3,235	12	388	4
5	88	4	72	2	(D)	1	(D)	4	228	5	1,992	3	163	6	171	10	(D)	5
2	(D)	13	846	6	1,252	1	(D)	5	456	5	1,006	3	327	4	301	3	121	6
1	(D)	***	***	1	(D)	***	***	4	511	1	(D)	2	(D)	2	(D)	2	(D)	7
25	1,671	44	2,312	32	3,354	33	7,915	117	8,301	56	9,685	33	2,798	87	5,224	58	2,217	8
24	3,473	27	2,747	41	2,951	38	10,781	54	3,294	51	5,579	11	1,213	61	5,392	28	488	9
10	2,958	26	(D)	35	2,470	32	9,167	32	2,399	31	3,853	8	(D)	52	3,147	21	431	10
2	(D)	***	***	3	63	2	(D)	***	***	3	(D)	***	***	3	156	2	(D)	11
12	(D)	1	(D)	3	418	4	(D)	22	895	17	(D)	3	(D)	6	2,089	5	(D)	12
15	1,291	19	816	19	1,280	24	5,427	42	2,095	54	3,784	6	549	27	2,582	12	231	13
2	(D)	3	111	4	246	2	(D)	5	411	9	736	1	(D)	5	(D)	5	(D)	14
10	1,117	12	622	9	758	18	3,856	21	1,253	18	1,654	3	423	17	1,922	4	14	15
3	(D)	4	83	6	276	4	(D)	16	431	27	1,394	2	(D)	5	(D)	3	(D)	16
15	871	7	237	5	248	11	2,341	39	1,776	25	1,416	6	282	28	586	4	48	17
4	282	5	(D)	4	(D)	6	1,575	14	687	11	553	3	149	19	421	4	48	18
11	589	2	(D)	1	(D)	5	766	25	1,089	14	863	3	133	9	165	***	***	19
22	2,650	17	745	15	(D)	19	4,652	47	2,095	35	4,566	7	533	33	2,778	13	(D)	20
13	2,350	12	636	2	(D)	6	2,679	19	1,160	9	1,617	3	396	17	1,119	4	(D)	21
9	300	5	109	13	402	13	1,973	28	935	26	2,949	4	137	16	1,659	9	87	22
19	1,159	22	1,416	13	814	26	4,889	41	1,702	34	3,645	9	(D)	67	5,900	12	(D)	23
5	198	5	376	2	(D)	6	1,039	11	456	6	677	4	337	21	857	3	(D)	24
7	777	13	924	7	332	11	2,996	15	794	14	2,151	3	216	23	2,104	8	72	25
7	184	4	116	4	(D)	9	854	15	452	14	817	2	(D)	23	2,939	1	(D)	26
8	1,479	9	597	6	559	22	3,561	27	1,217	20	2,699	7	468	27	1,494	6	140	27
4	1,233	9	597	6	559	17	3,348	13	784	12	2,413	4	424	21	953	6	140	28
4	246	***	***	***	***	5	213	14	433	8	286	3	44	6	541	***	***	29
19	1,234	5	178	10	443	8	2,278	13	654	18	1,646	3	262	16	1,374	3	90	30
21	2,778	30	2,382	30	1,911	51	9,973	55	3,790	46	5,406	13	1,381	42	1,866	17	906	31
4	658	6	356	5	121	8	1,507	7	455	4	606	2	(D)	4	(D)	1	(D)	32
4	1,212	14	1,522	12	990	16	4,160	13	1,367	10	1,465	3	616	15	1,126	8	639	33
2	(D)	3	236	3	214	7	1,414	6	456	7	908	2	(D)	9	198	2	(D)	34
11	(D)	7	268	10	586	20	2,892	29	1,511	25	2,427	6	281	14	(D)	6	38	35
16	2,375	22	1,527	18	2,049	31	5,588	40	2,303	20	2,114	6	493	48	3,701	9	340	36
8	1,723	12	829	9	941	20	3,550	20	1,361	12	1,605	3	(D)	17	2,851	7	(D)	37
5	519	8	(D)	4	698	6	1,116	4	307	5	261	1	(D)	22	309	***	***	38
3	133	2	(D)	5	410	5	922	16	635	3	248	2	(D)	9	541	2	(D)	39
47	15,633	51	5,792	69	4,919	52	14,858	90	5,504	59	11,163	27	2,488	99	5,614	18	2,058	40
1	(D)	1	(D)	3	142	2	(D)	5	206	3	(D)	3	62	7	244	3	(D)	41
12	12,403	42	5,202	29	3,635	31	10,661	30	2,975	22	7,378	13	1,725	67	(D)	15	(D)	42
1	(D)	6	237	7	396	9	2,264	15	667	5	484	3	242	9	(D)	***	***	43
33	(D)	2	(D)	30	746	10	(D)	40	1,656	29	(D)	8	459	16	474	***	***	44
18	3,952	20	1,307	32	1,182	32	9,134	51	2,566	42	4,456	7	862	55	3,767	12	100	45
10	3,697	17	1,226	24	875	24	7,062	22	1,450	21	2,171	4	744	39	2,331	6	68	46
8	255	3	81	8	307	8	2,072	29	1,116	21	2,285	3	118	16	1,436	6	32	47
26	7,999	52	3,010	47	3,252	50	17,145	102	8,845	73	18,936	19	3,018	107	8,497	31	1,265	48
3	(D)	1	(D)	1	(D)	1	(D)	6	541	4	(D)	1	(D)	5	63	2	(D)	49
8	6,743	25	1,599	12	959	23	10,442	25	2,236	16	3,171	5	986	37	3,164	13	1,007	50
1	(D)	2	(D)	3	(D)	2	(D)	10	942	5	(D)	2	(D)	6	399	***	***	51
4	780	14	780	8	597	14	5,363	14	1,662	19	3,512	5	775	27	3,101	6	52	52
***	***	***	***	***	***	***	***	3	527	***	***	1	(D)	3	(D)	***	***	53
10	381	10	559	23	1,531	10	991	44	2,937	29	5,622	5	719	29	(D)	10	(D)	54
12	2,797	23	1,269	14	1,364	24	6,914	51	3,952	26	2,002	9	772	45	2,368	9	498	55
6	2,398	23	1,269	9	1,285	21	(D)	26	1,714	18	1,362	8	(D)	32	2,001	9	498	56
6	399	***	***	5	79	3	(D)	25	2,258	8	640	1	(D)	13	367	***	***	57
24	5,148	53	4,126	40	3,056	54	13,389	98	5,539	75	8,846	20	2,015	130	9,834	62	1,031	58
1	(D)	3	83	1	(D)	1	(D)	5	350	3	437	2	(D)	9	277	4	54	59
10	4,277	39	3,834	25	2,618	31	10,204	45	3,044	32	5,209	12	1,500	79	6,580	35	767	60
13	(D)	11	209	14	(D)	22	(D)	46	2,145	40	3,200	6	(D)	42	2,977	23	210	61
23	3,516	24	1,044	21	1,703	35	7,377	40	2,516	49	4,987	10	825	75	5,043	20	219	62
12	2,736	20	885	11	1,417	15	5,364	11	971	16	2,140	4	520	31	1,569	11	169	63
7	780	4	159	9	286	20	2,013	29	1,545	33	2,847	6	305	44	3,474	9	50	64
49	15,540	172	10,972	67	10,903	97	34,226	157	11,145	128	15,322	43	4,819	184	10,706	67	1,843	65
5	193	10	293	8	162	6	2,567	9	477	7	1,197	3	150	13	(D)	1	(D)	66
***	***	2	(D)	***	***	3	590	3	239	2	(D)	1	(D)	1	(D)	***	***	67
1	(D)	1	(D)	3	153	2	(D)	7	315	5	493	2	(D)	15	***	***	68	
11	5,726	44	3,284	34	3,287	33	13,788	38	2,925	33	3,777	8	1,212	55	3,589	21	197	69
16	4,733	85	6,064	39	6,176	28	11,422	53	3,911	34	4,633	21	2,276	81	4,032	28	1,009	70
4	383	12	471	9	388	4	1,050	1	(D)	5	492	4	414	11	482	2	(D)	71
3	161	7	268	5	302	8	1,146	7	284	9	780	2	(D)	4	305	2	(D)	72
9	(D)	11	554	11	435	13	(D)											

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total								Kind-of-business group			
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Madison County.....	294	200	28,965	27,399	2,208	945	761	308	55	5,489	42	1,585
2	London.....	126	96	13,509	13,077	1,220	475	376	127	20	2,701	21	579
3	Remainder of County.....	168	104	15,456	14,322	988	470	385	187	35	2,788	21	1,006
4	Mahoning County.....	2,585	1,811	307,349	291,109	37,163	13,938	10,960	2,684	637	80,115	554	21,922
5	Campbell.....	132	64	5,868	4,518	360	164	125	155	52	2,349	34	815
6	Sebring.....	52	38	3,411	3,085	297	129	93	51	9	679	12	217
7	Struthers.....	116	88	13,955	13,427	1,191	457	343	115	22	5,664	23	652
8	Youngstown (part) ¹⁰	1,875	1,365	247,460	236,856	32,062	12,004	9,493	1,921	471	58,904	406	17,452
9	Remainder of County.....	410	256	36,655	33,223	3,253	1,184	906	442	83	12,519	79	2,786
10	Marion County.....	600	434	61,941	59,377	6,756	2,771	2,258	569	113	13,465	118	4,146
11	Marion.....	462	346	53,226	51,588	6,142	2,519	2,060	429	95	12,433	85	3,188
12	Remainder of County.....	138	88	8,715	7,789	614	252	198	140	18	1,032	33	958
13	Medina County.....	471	325	46,495	43,223	4,539	1,721	1,335	505	82	10,855	102	3,362
14	Medina.....	191	99	19,943	18,607	2,169	739	583	151	26	3,946	19	885
15	Wadsworth.....	96	76	10,720	10,496	1,110	440	338	94	15	2,509	17	642
16	Remainder of County.....	224	150	15,832	14,120	1,260	542	414	260	41	4,400	66	1,835
17	Meigs County.....	264	174	19,426	17,878	1,766	757	661	272	66	4,467	35	1,070
18	Middleport.....	73	57	5,304	5,128	495	236	203	73	20	1,529	12	396
19	Pomeroy.....	94	74	10,542	10,188	1,096	415	373	90	17	1,877	15	435
20	Remainder of County.....	97	43	3,580	2,562	175	106	85	109	29	1,061	8	239
21	Mercer County.....	367	265	33,610	31,596	2,789	1,107	860	380	68	5,834	55	2,103
22	Celina.....	161	101	17,658	16,664	1,613	599	455	163	38	3,271	14	744
23	Remainder of County.....	206	164	15,952	14,932	1,176	508	405	217	30	2,563	41	1,359
24	Miami County.....	726	522	72,495	68,609	6,602	2,849	2,136	753	124	17,039	109	4,813
25	Piqua.....	268	206	26,945	25,943	2,752	1,188	904	273	40	6,900	46	1,799
26	Tipp City.....	49	29	5,176	4,868	411	165	128	54	9	1,150	4	274
27	Troy.....	174	138	21,400	20,738	2,152	957	700	160	32	5,394	19	1,277
28	Remainder of County.....	235	149	18,974	17,060	1,287	539	404	266	43	3,595	40	1,463
29	Monroe County.....	177	89	7,515	5,803	401	209	169	187	51	1,639	28	565
30	Montgomery County.....	3,612	2,754	544,732	527,234	69,920	26,221	20,480	3,352	796	127,588	758	45,932
31	Dayton.....	2,879	2,179	461,394	447,018	61,968	22,962	18,081	2,600	646	103,468	617	38,637
32	Miamisburg.....	114	84	16,569	15,765	1,331	489	369	126	29	3,487	13	809
33	Oakwood.....	18	14	3,337	3,291	351	138	87	12	4	(D)	1	(D)
34	West Carrollton.....	33	27	4,222	4,136	407	182	115	43	6	(D)	7	(D)
35	Remainder of County.....	568	450	59,210	57,024	5,863	2,450	1,828	571	111	16,851	120	6,150
36	Morgan County.....	145	89	8,863	7,601	604	303	260	163	33	1,755	21	631
37	Morrow County.....	150	106	13,106	12,290	1,065	429	343	159	28	2,653	18	665
38	Muskingum County.....	820	606	76,012	70,498	8,327	3,657	2,884	940	213	18,075	184	6,137
39	Zanesville.....	646	446	64,480	60,956	7,419	3,198	2,517	663	154	15,354	132	4,815
40	Remainder of County.....	244	160	11,532	9,742	908	459	367	277	59	2,721	52	1,322
41	Noble County.....	156	80	8,357	7,185	612	301	266	150	27	1,109	22	601
42	Ottawa County.....	381	281	33,420	31,238	3,031	1,115	913	419	78	8,149	91	3,206
43	Port Clinton.....	130	92	12,839	12,253	1,334	476	413	141	27	3,573	24	865
44	Remainder of County.....	251	189	20,581	18,985	1,697	639	500	278	51	4,576	67	2,341
45	Paulding County.....	183	129	13,604	12,898	938	416	326	217	32	2,393	37	809
46	Perry County.....	300	180	18,098	15,664	1,337	648	496	340	80	5,212	51	1,399
47	Crooksville.....	61	37	2,507	2,137	167	97	72	72	24	1,016	8	240
48	New Lexington.....	92	58	8,077	7,485	684	301	248	102	18	1,941	19	371
49	Remainder of County.....	147	85	7,514	6,042	486	250	176	166	38	2,255	24	788
50	Pickaway County.....	312	216	29,958	27,874	2,251	1,088	880	341	59	5,500	50	1,666
51	Circleville.....	173	139	18,409	17,649	1,565	772	605	190	37	3,711	29	1,130
52	Remainder of County.....	139	77	11,549	10,225	686	316	275	151	22	1,789	21	536
53	Pike County.....	193	117	22,352	20,134	1,728	707	578	223	49	5,630	26	1,762
54	Portage County.....	685	467	68,533	63,697	6,663	2,564	2,011	677	166	18,890	133	5,536
55	Kent.....	167	127	21,856	20,958	2,295	866	681	157	33	5,207	36	1,506
56	Ravenna.....	203	143	25,185	23,805	2,549	896	713	173	59	7,926	27	1,214
57	Windham.....	31	17	2,259	1,903	134	72	55	31	9	1,538	2	(D)
58	Remainder of County.....	284	180	19,233	17,031	1,685	730	562	316	65	4,219	68	(D)
59	Preble County.....	319	213	25,026	22,988	1,962	885	656	350	39	5,266	55	2,159
60	Eaton.....	108	74	10,721	10,123	878	393	283	122	7	2,113	11	581
61	Remainder of County.....	211	139	14,305	12,865	1,084	492	373	228	32	3,153	44	1,578
62	Putnam County.....	325	223	24,945	22,343	1,772	772	600	385	58	4,481	45	1,777
63	Ottawa.....	87	59	6,356	5,706	552	222	166	94	15	921	16	700
64	Remainder of County.....	238	164	18,589	16,637	1,220	550	434	291	43	3,560	29	1,077
65	Richland County.....	1,038	740	115,801	109,731	13,291	5,210	4,097	1,051	218	33,780	222	9,612
66	Mansfield.....	740	520	91,699	87,163	11,140	4,290	3,419	718	157	27,359	153	7,060
67	Shelby.....	124	92	12,322	11,858	1,185	461	332	135	21	3,060	18	640
68	Remainder of County.....	174	128	11,780	10,710	966	459	346	198	40	3,361	51	1,912
69	Ross County.....	555	391	57,889	54,111	5,568	2,410	1,945	558	141	14,900	93	4,482
70	Chillicothe.....	370	280	45,858	43,922	4,792	2,050	1,650	355	86	11,740	72	3,600
71	Remainder of County.....	185	111	12,031	10,189	776	360	295	203	55	3,160	21	882

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹⁰Youngstown is in Mahoning and Trumbull counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
17	1,183	19	576	13	794	30	7,843	27	1,432	31	3,117	7	480	30	6,252	23	214	1
7	613	9	389	8	270	17	4,856	10	698	10	1,040	3	217	11	2,086	10	60	2
10	570	10	187	5	524	13	2,987	17	734	21	2,077	4	263	19	4,166	13	154	3
42	44,669	143	17,591	180	19,349	130	47,849	259	17,643	140	21,427	88	7,848	278	19,036	134	9,900	4
3	61	3	110	6	214	7	1,064	7	385	5	107	2	(01)	11	552	2	(D1)	5
2	(0)	2	(0)	6	208	6	1,002	5	373	4	344	2	(D)	4	198	6
2	(0)	6	384	8	335	6	2,281	15	868	7	1,724	5	532	16	1,012	6	(D)	7
31	44,040	128	16,220	131	17,258	85	38,988	172	12,018	79	12,647	71	6,387	211	15,023	90	8,523	8
4	(D)	4	(D)	29	1,334	26	4,514	60	3,999	45	6,605	8	588	36	2,251	36	1,168	9
19	6,286	42	3,818	33	4,059	38	10,679	53	3,053	48	6,740	13	1,759	85	7,047	38	889	10
15	6,170	37	3,696	25	3,671	32	9,854	35	2,474	33	5,037	7	1,607	63	4,256	35	840	11
4	116	5	122	8	388	6	825	18	579	15	1,703	6	152	22	2,791	3	49	12
17	1,290	19	1,394	17	1,021	36	10,434	59	4,806	46	4,870	11	1,300	59	6,931	23	232	13
5	621	11	924	9	486	12	4,372	16	1,987	13	2,318	5	639	28	3,661	7	104	14
4	449	5	412	4	308	12	3,032	10	774	10	1,114	3	523	10	917	6	40	15
8	220	3	58	4	227	12	3,030	33	2,045	23	1,438	3	138	21	2,353	10	88	16
27	3,154	18	495	13	660	17	4,940	35	1,503	21	1,167	6	558	18	1,367	8	45	17
4	112	7	116	4	264	7	(D)	6	418	5	247	2	(D1)	6	69	18
8	2,338	11	379	7	(D)	8	2,831	9	480	6	738	4	(D1)	7	868	2	(D)	19
15	704	2	(D1)	2	(D1)	20	605	10	182	5	430	6	(D)	20
20	1,655	17	1,294	26	1,045	28	7,157	42	2,077	44	6,259	9	474	48	5,480	10	232	21
6	891	13	1,001	13	553	12	4,721	17	887	14	2,274	3	258	25	2,968	6	90	22
14	764	4	293	13	492	16	2,436	25	1,190	30	3,985	6	216	23	2,512	4	142	23
25	5,546	50	2,654	64	5,492	58	15,127	85	5,307	61	6,198	18	1,782	93	7,531	39	1,006	24
7	3,470	20	1,064	37	1,969	17	5,516	22	1,599	18	1,853	5	733	35	1,488	21	554	25
3	68	4	213	3	52	2	(D)	9	618	6	468	2	(D)	7	912	26
8	(D)	15	960	8	409	18	4,525	17	1,636	16	2,420	5	(D)	30	2,244	6	166	27
7	(D)	11	417	16	3,062	21	(D)	37	1,454	21	1,457	6	285	21	2,887	12	286	28
23	1,203	6	262	5	181	9	954	25	733	12	818	2	(D1)	14	1,072	2	(D)	29
80	85,165	232	34,346	207	28,780	164	97,183	396	31,717	166	29,807	140	18,145	460	37,298	213	8,771	30
54	82,698	199	31,280	171	25,024	124	81,189	282	23,805	117	22,148	119	15,476	374	29,605	176	8,164	31
5	666	12	635	7	888	10	6,835	15	1,062	4	612	2	(01)	15	1,126	2	(D)	32
...	...	2	(01)	2	(01)	3	323	1	(01)	4	(D)	1	(D)	33
1	(01)	3	(01)	8	278	2	(D1)	1	(D1)	2	(0)	3	46	34
20	(D)	16	2,080	29	2,868	28	(D)	88	6,249	42	6,668	18	2,085	65	6,170	31	591	35
16	594	4	(01)	9	306	8	1,903	21	1,035	11	1,048	3	196	17	1,127	2	(D)	36
7	213	7	645	12	329	8	2,963	22	1,241	22	1,575	2	(0)	22	2,693	2	(D)	37
28	6,587	56	3,839	50	5,223	43	13,687	103	5,471	48	6,104	25	2,810	107	7,389	33	690	38
12	5,773	55	(D)	32	4,029	33	12,204	64	3,934	34	4,971	19	2,497	80	6,556	31	(D)	39
16	814	1	(D)	18	1,194	10	1,483	39	1,537	14	1,133	6	313	27	833	2	(D)	40
21	852	7	198	3	213	9	2,073	19	707	11	1,774	2	(D)	13	652	2	(D)	41
15	1,120	19	821	25	1,403	25	8,318	33	2,221	32	4,231	7	547	45	3,091	11	313	42
3	(D1)	12	607	10	648	11	3,241	7	698	10	1,276	2	(01)	19	1,227	5	234	43
12	(D)	7	214	15	755	14	5,077	26	1,523	22	2,955	5	(D)	26	1,864	6	79	44
8	465	11	228	13	847	10	3,012	22	1,260	17	2,285	7	204	20	2,047	6	54	45
14	533	9	627	10	534	14	3,604	47	2,153	25	1,683	5	333	39	1,942	6	78	46
1	(D1)	2	(01)	4	210	9	488	3	235	8	62	2	(D)	47
2	(D)	4	423	4	(D)	10	2,844	8	529	9	700	2	(0)	14	720	2	(D)	48
11	335	3	(D)	2	(D1)	4	760	30	1,136	13	748	3	(D)	17	1,160	2	(D)	49
14	1,910	10	592	24	1,116	26	5,698	46	2,303	44	7,614	5	660	30	2,849	4	50	50
5	1,520	8	(D)	16	850	21	5,219	20	1,546	20	2,217	3	(D)	14	1,063	51
9	390	2	(D1)	8	266	5	479	26	757	24	5,397	2	(D1)	16	1,786	4	50	52
16	2,313	8	480	3	(D)	18	4,997	30	1,953	20	2,521	4	523	17	2,011	2	(D)	53
28	3,993	34	2,232	37	2,086	56	15,646	86	5,404	45	6,298	13	1,878	75	(D)	12	(D)	54
4	998	14	1,008	8	713	16	6,695	17	1,220	7	1,627	4	(D)	26	1,430	...	(D)	55
5	1,317	12	945	13	905	20	5,878	17	1,225	16	2,260	7	890	23	2,438	4	187	56
...	...	5	187	2	(0)	4	32	7	254	1	(0)	1	(D)	57
19	1,678	3	92	14	16	16	3,041	45	2,705	22	2,411	1	(01)	25	1,762	6	26	58
14	961	10	332	18	605	24	4,274	49	2,438	45	4,042	7	489	44	4,142	14	318	59
5	503	5	176	9	316	12	1,370	16	941	16	1,887	2	(0)	18	2,402	7	(D)	60
9	458	5	156	9	289	12	2,904	33	1,497	29	2,155	5	(D)	26	1,740	7	(D)	61
15	1,157	14	612	24	1,321	24	5,147	39	1,728	50	4,348	10	468	35	3,752	11	154	62
3	(D)	7	288	10	404	5	1,272	9	618	4	635	5	202	11	990	2	(D)	63
12	(D)	7	324	14	917	19	3,875	30	1,110	46	3,713	5	266	24	2,762	9	(D)	64
31	13,236	66	6,517	76	6,080	56	20,334	96	7,248	64	8,384	25	2,795	137	6,573	47	1,242	65
19	12,545	53	5,845	55	4,326	36	15,167	69	5,222	39	5,253	19	2,287	107	5,531	33	1,104	66
6	451	10	557	11	947	7	3,512	13	942	9	1,328	4	(D)	17	(D)	8	80	67
6	240	3	115	10	807	13	1,655	14	1,084	16	1,803	2	(01)	13	(D)	6	58	68
22	4,243	26	2,544	34	2,992	41	12,008	56	3,950	46	5,335	19	1,593	57	5,380	20	462	69
11	3,765	25	(D)	26	2,742	27	9,604	30	2,878	23	3,229	14	1,456	44	(D)	12	408	70
11	478	1	(01)	8	250	14	2,404	26	1,072	23	2,106	5	137	13	(D)	8	54	71

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Sandusky County.....	604	436	57,621	54,623	5,513	2,189	1,608	602	115	11,937	105	3,931
2	Bellevue (part) ⁸	39	27	3,018	2,696	288	114	81	36	7	1,199	4	134
3	Clyde.....	88	68	9,072	8,672	682	269	202	95	20	1,542	13	448
4	Freemont.....	320	234	32,254	30,898	3,538	1,403	1,031	298	59	7,100	51	1,937
5	Remainder of County.....	157	107	13,277	12,357	1,005	403	294	173	29	2,096	37	1,412
6	Scioto County.....	864	570	93,887	87,285	10,288	4,150	3,223	844	276	23,062	148	7,253
7	New Boston.....	62	50	4,329	4,165	441	194	167	57	18	1,400	17	566
8	Portsmouth.....	528	392	74,315	71,461	8,924	3,528	2,706	493	132	15,862	105	5,696
9	Remainder of County.....	274	128	15,243	11,659	923	428	350	294	126	5,800	26	991
10	Seneca County.....	615	449	56,679	53,317	5,959	2,479	1,809	639	101	13,079	109	4,243
11	Fostoria (part) ⁷	179	147	19,401	18,909	2,203	925	666	160	24	4,586	28	1,187
12	Tiffin.....	273	203	28,087	26,483	3,032	1,245	933	261	51	6,861	44	1,898
13	Remainder of County.....	163	99	9,191	7,925	724	309	210	218	26	1,632	37	1,158
14	Shelby County.....	357	237	29,948	27,090	2,778	1,220	926	372	77	7,704	49	1,908
15	Sidney.....	199	149	20,843	19,687	2,271	983	754	184	44	5,405	19	1,120
16	Remainder of County.....	158	88	9,105	7,403	507	237	172	188	33	2,299	30	788
17	Stark County.....	3,147	2,287	332,673	316,099	38,673	14,936	11,598	3,178	696	86,234	656	24,404
18	Alliance.....	337	261	39,074	37,524	4,618	1,762	1,344	332	68	9,949	64	2,464
19	Canton.....	1,555	1,091	175,998	166,914	22,567	8,540	6,760	1,569	356	39,191	356	13,757
20	Louisville.....	73	43	7,152	6,510	642	230	201	77	19	2,057	5	173
21	Massillon.....	448	324	45,767	43,489	5,219	2,089	1,596	443	108	12,809	81	3,342
22	Minerva (part) ¹¹	81	55	5,282	4,844	469	189	138	87	11	1,296	16	274
23	North Canton.....	58	40	5,549	5,263	597	220	180	54	7	827	7	270
24	Remainder of County.....	595	473	53,851	51,555	4,561	1,906	1,379	616	127	20,105	127	4,124
25	Summit County.....	4,068	2,924	515,987	491,109	61,706	22,715	18,410	3,976	932	129,124	917	42,963
26	Akron.....	2,835	2,039	382,194	365,736	47,489	17,293	14,247	2,798	640	88,455	668	32,042
27	Barberton.....	413	297	44,691	41,895	4,877	1,891	1,464	417	104	12,403	88	3,517
28	Cuyahoga Falls.....	294	238	49,938	48,692	5,789	2,080	1,608	237	71	16,929	35	2,345
29	Tallmadge.....	31	21	4,429	3,951	431	126	108	40	9	2,046	5	208
30	Remainder of County.....	495	329	34,735	30,835	3,120	1,325	983	484	108	9,291	121	4,851
31	Trumbull County.....	1,696	1,192	169,138	157,562	17,698	7,018	5,571	1,752	349	46,339	360	12,575
32	Girard.....	145	103	12,214	11,186	1,068	436	334	145	38	3,506	21	937
33	Hubbard.....	71	55	6,510	6,338	582	216	177	72	17	2,031	15	449
34	Newton Falls.....	65	53	6,875	6,559	556	238	192	65	14	2,306	11	348
35	Niles.....	221	137	18,333	16,343	1,828	677	545	227	55	5,431	35	1,018
36	Warren.....	731	507	91,155	86,181	10,838	4,058	3,272	743	138	22,623	156	5,240
37	Youngstown (part) ¹⁰	18	14	1,297	1,149	200	120	104	17	3	222	5	319
38	Remainder of County.....	445	323	32,754	29,806	2,626	1,273	947	483	84	10,220	117	4,668
39	Tuscarawas County.....	861	637	71,416	66,966	6,998	3,120	2,405	900	179	17,653	165	4,938
40	Dennison.....	60	38	3,272	2,630	268	122	103	63	21	1,098	16	519
41	Dover.....	194	140	19,329	18,585	2,124	901	702	188	29	4,371	29	956
42	New Philadelphia.....	213	169	20,091	19,361	2,139	967	747	202	44	4,905	38	1,208
43	Newcomertown.....	78	64	5,577	5,231	459	245	173	89	16	1,546	18	502
44	Uhrichsville.....	103	87	9,816	9,388	935	412	319	97	23	2,985	15	400
45	Remainder of County.....	213	139	13,331	11,771	1,073	473	364	261	46	2,748	49	1,353
46	Union County.....	255	177	24,513	22,869	1,872	797	652	285	39	4,188	34	1,368
47	Marysville.....	126	84	10,519	9,705	1,028	435	349	135	18	1,933	17	845
48	Remainder of County.....	129	93	13,994	13,164	844	362	303	150	21	2,255	17	523
49	Van Wert County.....	331	237	28,133	26,291	2,645	1,121	820	363	65	6,790	49	1,867
50	Delphos (part) ¹	26	22	3,080	2,864	217	85	64	31	8	748	2	(O)
51	Van Wert.....	193	143	19,029	18,195	2,019	871	625	214	35	4,823	26	1,166
52	Remainder of County.....	112	72	6,024	5,232	409	165	131	118	22	1,219	21	(D)
53	Vinton County.....	91	47	4,799	3,793	261	155	133	103	23	1,248	17	453
54	Warren County.....	435	291	37,782	34,670	2,900	1,228	952	458	102	9,793	81	2,393
55	Franklin.....	110	66	8,820	7,836	629	306	223	109	32	2,748	17	547
56	Lebanon.....	124	100	16,054	15,530	1,403	539	441	121	15	3,099	18	563
57	Remainder of County.....	201	125	12,908	11,304	868	383	288	228	55	3,946	46	1,283
58	Washington County.....	527	343	41,446	37,386	4,544	1,884	1,665	531	120	9,931	82	2,993
59	Marietta.....	305	219	30,819	28,977	3,787	1,489	1,317	274	59	7,044	46	1,906
60	Remainder of County.....	222	124	10,627	8,409	757	395	348	257	61	2,887	36	1,087
61	Wayne County.....	684	458	63,786	59,726	6,640	2,578	1,901	689	122	13,101	103	3,459
62	Orrville.....	105	67	8,631	7,905	878	315	236	99	20	1,920	10	348
63	Rittman.....	43	39	5,983	5,785	567	182	155	45	9	1,120	9	270
64	Wooster.....	252	190	32,084	30,834	3,873	1,474	1,091	277	44	6,284	45	1,635
65	Remainder of County.....	244	162	17,088	15,202	1,322	607	419	268	49	3,777	39	1,206
66	Williams County.....	353	247	27,519	25,441	2,396	1,104	821	375	57	6,016	53	2,192
67	Bryan.....	119	87	11,532	10,868	1,141	510	379	113	18	2,650	15	843
68	Montpelier.....	70	48	5,595	5,173	435	204	154	77	12	1,411	12	468
69	Remainder of County.....	164	112	10,392	9,400	820	390	288	185	27	1,955	26	881
70	Wood County.....	677	459	59,166	54,310	4,978	1,993	1,513	727	135	14,884	123	4,299
71	Bowling Green.....	187	131	19,913	18,637	1,971	801	614	175	34	4,968	28	1,179
72	North Baltimore.....	53	37	4,240	3,972	301	143	99	56	11	1,246	6	209
73	Perryburg.....	71	49	9,740	9,294	800	266	204	67	11	1,526	10	429
74	Rossford.....	45	35	3,632	3,296	251	105	72	59	8	1,637	17	330
75	Fostoria (part) ⁷	3	3	196	196	28	7	7	2	1	(O)
76	Remainder of County.....	318	204	21,445	18,915	1,627	671	517	368	71	5,507	61	(D)
77	Wyandot County.....	271	177	21,207	19,415	1,903	793	659	307	55	4,265	50	1,433
78	Carey.....	64	42	5,324	4,932	573	197	171	72	13	800	11	390
79	Upper Sandusky.....	125	89	10,409	9,825	990	441	369	136	19	1,587	20	705
80	Remainder of County.....	82	46	5,474	4,658	340	155	119	99	23	1,878	19	338

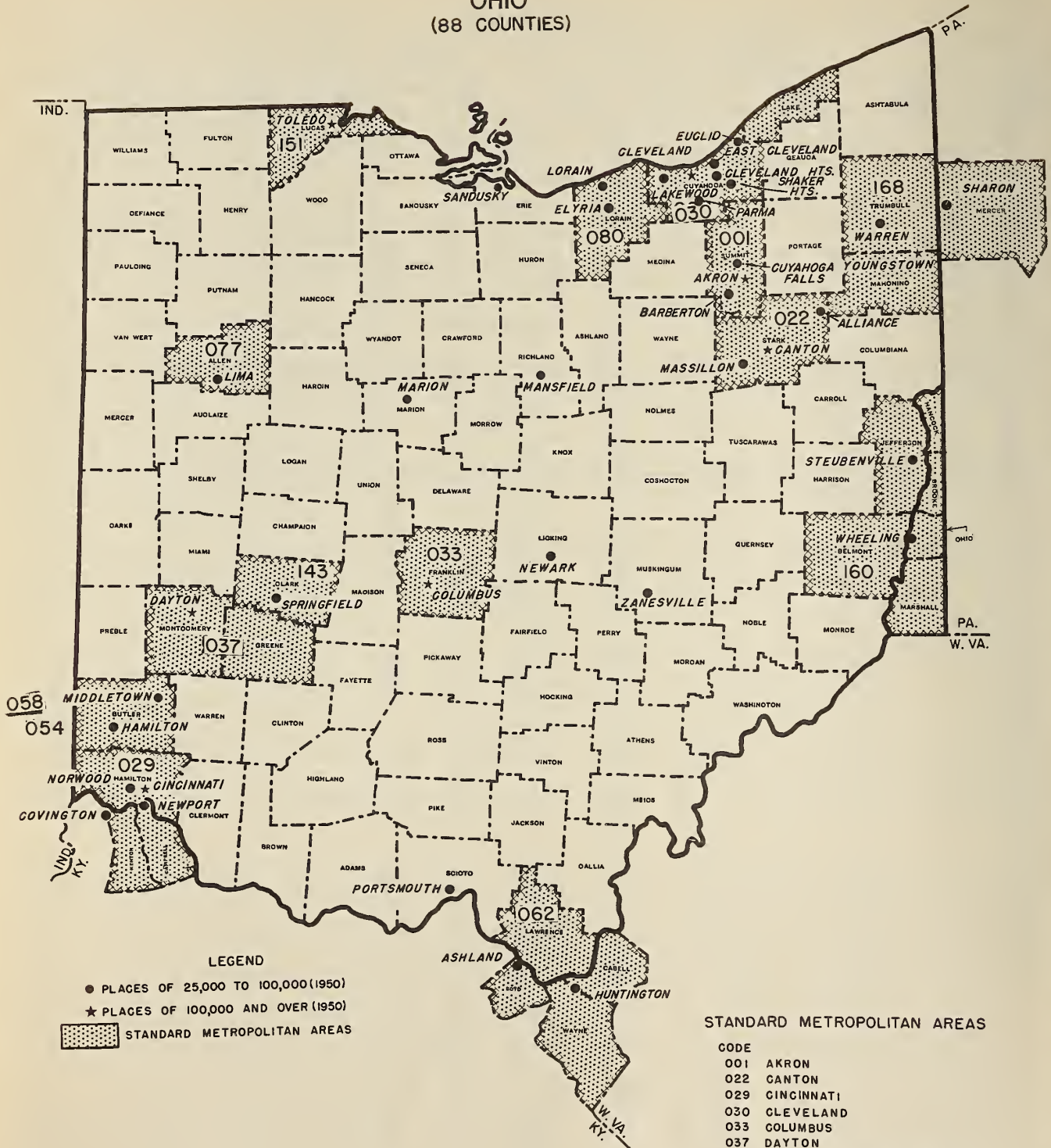
Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹Delphos is in Allen and Van Wert counties. ⁷Fostoria is in Hancock, Seneca, and Wood counties. ⁸Bellevue is in Huron and Sandusky counties. ¹⁰Youngstown is in Mahoning and Trumbull counties. ¹¹Minerva is in Carroll and Stark counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
22	5,228	39	2,578	55	3,106	49	11,499	51	4,128	53	6,508	13	1,120	69	7,108	33	478	
...	...	7	175	2	(D)	3	521	3	220	5	245	2	(D)	6	295	
4	264	3	(D)	8	303	8	2,709	10	771	7	536	5	209	8	(D)	2	(D)	
9	4,100	26	2,157	34	2,180	26	5,206	24	1,920	27	4,040	4	685	45	2,706	15	223	
9	864	3	(D)	11	(D)	12	3,063	14	1,217	14	1,687	2	(D)	10	(D)	16	(D)	
23	10,927	47	6,546	51	5,395	47	18,140	96	8,284	46	4,610	19	2,234	82	6,833	29	603	
...	...	2	(D)	2	(D)	2	(D)	8	558	4	295	2	(D)	2	(D)	5	(D)	
12	9,977	42	6,236	41	4,889	35	16,285	43	5,349	26	2,801	12	1,798	64	5,064	16	358	
11	950	3	(D)	8	(D)	10	(D)	45	2,377	16	1,514	5	(D)	16	(D)	8	(D)	
26	5,654	52	2,796	45	2,512	50	10,149	68	3,593	65	8,292	16	1,626	62	4,208	21	527	
6	1,966	22	1,087	12	642	20	4,179	22	1,007	17	2,959	4	582	19	(D)	5	(D)	
10	3,342	27	1,571	23	1,229	27	5,614	24	1,874	22	2,814	6	749	28	2,054	11	81	
10	346	3	138	10	641	3	356	22	712	26	2,519	6	295	15	(D)	5	(D)	
16	2,833	20	1,037	24	1,459	25	5,629	33	2,132	39	4,125	9	627	50	2,302	15	192	
9	2,451	18	(D)	18	1,093	14	3,986	11	1,220	20	2,593	6	550	36	(D)	4	28	
7	382	2	(D)	6	366	11	1,643	22	912	19	1,532	3	77	14	(D)	11	164	
77	33,558	194	22,111	221	21,572	171	62,854	315	21,070	191	24,744	85	8,862	385	24,726	156	2,538	
9	4,838	25	1,754	25	2,675	29	7,543	27	1,997	16	3,215	8	1,163	53	3,240	13	236	
25	21,280	98	15,977	95	10,727	68	32,226	138	10,633	78	11,514	49	5,206	188	13,599	104	1,888	
1	(D)	4	329	7	323	5	2,100	9	447	2	(D)	2	(D)	13	689	6	42	
9	4,397	41	2,430	34	4,697	22	8,180	43	2,760	19	2,259	10	1,021	61	3,737	20	135	
6	136	8	345	1	(D)	9	1,606	10	507	7	769	1	(D)	10	177	2	(D)	
2	(D)	9	763	7	(D)	4	2,272	6	296	5	(D)	1	(D)	8	144	2	(D)	
25	2,712	9	513	52	2,860	34	8,927	82	4,430	64	5,898	14	937	52	3,140	9	205	
100	80,195	223	23,005	187	23,853	195	98,778	411	31,780	225	31,187	164	16,283	505	26,742	209	12,077	
63	72,078	164	18,038	144	18,838	131	71,844	253	19,839	136	19,156	123	12,136	358	20,171	155	9,597	
8	3,668	32	2,486	16	2,322	24	10,164	39	2,382	23	3,576	13	1,231	52	2,671	14	271	
9	3,561	24	2,201	11	1,095	16	11,406	39	3,303	18	3,069	14	1,666	34	2,450	23	1,913	
...	2	(D)	2	(D)	3	(D)	3	821	1	(D)	4	45	2	(D)	
20	888	3	280	14	(D)	22	(D)	77	(D)	45	4,565	13	(D)	57	1,405	15	(D)	
42	16,932	104	8,856	90	9,252	114	28,731	194	12,423	95	14,160	48	4,756	233	12,994	67	1,716	
2	(D)	9	454	10	761	11	3,220	25	1,040	7	902	4	322	16	803	2	(D)	
3	141	6	145	6	456	7	1,316	8	443	4	940	2	(D)	3	(D)	
3	245	4	162	3	168	6	1,804	4	320	6	629	2	(D)	10	638	2	(D)	
4	671	13	664	8	933	22	3,828	24	1,064	11	2,313	5	541	35	1,633	9	237	
16	14,472	62	6,959	41	5,311	48	14,984	67	4,989	32	6,962	25	2,649	109	5,970	37	996	
...	...	1	(D)	5	656	1	(D)	3	(D)	...	(D)	
14	(D)	9	(D)	17	967	20	3,579	66	4,567	35	2,414	9	756	57	3,522	17	411	
37	5,868	62	3,658	55	4,864	66	16,496	87	4,214	64	6,295	22	1,600	84	4,655	40	442	
...	...	5	110	2	(D)	1	(D)	3	214	2	(D)	1	(D)	5	(D)	4	42	
5	(D)	16	1,014	17	1,454	15	5,594	19	1,068	10	1,588	6	490	23	(D)	25	143	
6	1,985	21	1,479	14	1,589	13	3,512	20	1,303	15	1,885	4	314	30	1,781	8	130	
2	(D)	3	(D)	6	284	10	1,503	8	550	6	358	3	192	5	120	1	(D)	
2	(D)	15	800	6	696	9	2,364	12	756	12	801	4	(D)	5	214	
22	1,664	2	(D)	10	(D)	18	(D)	25	1,056	19	(D)	4	167	16	922	2	(D)	
13	841	11	430	17	570	21	4,713	29	1,566	45	4,622	5	504	35	5,627	6	84	
5	562	6	211	9	392	14	2,840	18	969	17	1,511	3	(D)	17	931	2	(D)	
8	279	5	219	8	178	7	1,873	11	597	28	3,111	2	(D)	18	4,696	4	(D)	
9	1,987	16	888	20	2,039	29	5,511	50	2,706	37	4,393	9	665	33	1,158	14	129	
...	...	1	(D)	1	(D)	5	1,610	4	143	3	344	2	(D)	
6	1,883	13	814	13	1,735	19	3,117	31	1,185	15	2,877	4	534	23	837	8	58	
3	104	2	(D)	6	(D)	5	784	15	1,378	19	1,172	5	131	8	(D)	6	71	
10	297	2	(D)	6	166	3	(D)	13	505	11	1,113	2	(D)	4	420	
16	1,479	18	1,492	29	1,538	29	6,701	58	3,495	31	5,273	10	719	48	4,615	13	184	
2	(D)	6	(D)	9	498	12	(D)	14	1,111	3	640	3	281	10	788	2	(D)	
2	(D)	10	996	7	562	14	4,680	17	1,232	9	1,248	3	204	22	2,625	7	(D)	
12	373	2	(D)	13	478	3	(D)	27	1,152	19	3,485	4	234	16	1,202	4	18	
26	3,862	26	1,514	29	2,634	32	6,435	90	5,224	39	3,312	11	1,277	63	3,706	16	558	
8	2,928	23	1,448	22	2,167	25	5,667	37	2,637	23	2,305	8	1,069	44	3,180	10	468	
18	934	3	66	7	467	7	768	53	2,587	9	1,007	3	208	19	526	6	90	
30	6,926	24	2,025	45	3,657	49	13,272	74	4,770	67	9,529	20	1,715	80	4,804	30	528	
3	393	5	385	16	729	7	2,494	8	544	11	968	3	(D)	13	451	9	(D)	
2	(D)	1	(D)	3	333	5	2,230	3	(D)	6	1,185	2	(D)	3	70	
6	4,436	16	1,552	15	2,262	18	5,314	33	2,421	13	4,133	6	891	38	2,738	18	418	
19	(D)	2	(D)	11	333	19	3,234	30	(D)	37	3,243	9	329	26	1,545	3	(D)	
22	1,806	26	1,225	20	991	26	6,441	37	1,808	49	3,959	12	767	32	1,951	19	363	
6	709	16	908	11	530	5	2,496	8	585	13	1,193	3	323	15	1,002	9	293	
4	620	5	226	3	280	4	1,288	10	440	9	413	2	(D)	7	285	2	(D)	
12	477	5	91	6	181	17	2,657	19	783	27	2,353	7	(D)	10	664	8	(D)	
34	3,896	23	1,132	42	2,158	48	16,284	82	4,505	66	6,817	22	1,408	62	3,371	40	412	
8	2,444	15	860	9	427	13	4,330	16	1,389	21	2,200	6	496	24	1,495	13	125	
3	(D)	3	(D)	11	1,217	9	301	5	544	2						

OHIO (88 COUNTIES)



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | Retail Trade | Wholesale Trade | Selected Service Trades |
|--|--|--|
| <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins |
| <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins |
| <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins |
| <input type="checkbox"/> Central Business District Bulletins | <input type="checkbox"/> Census Volumes | <input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Census Volumes | | |
- ☐ Public Merchandise Warehouses
☐ 1954 Census of Business—Puerto Rico

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

1954 Census of Business RETAIL TRADE

January 1956

Series: PR-1-36

OKLAHOMA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores:

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
OKLAHOMA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total	With payroll	Total, all establishments	Establishments with payroll	Total	With payroll	Total, all establishments	Establishments with payroll
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(\$1,000)	(\$1,000)
Total.....	25,313	15,569	2,117,346	1,925,990	26,913	17,415	1,631,182	1,491,070
Food stores.....	5,246	2,348	483,611	415,883	6,842	3,140	347,574	291,071
Eating, drinking places.....	4,332	2,912	122,604	106,064	5,164	3,613	94,816	85,747
General merchandise group.....	1,267	953	237,004	230,502	1,241	955	203,541	198,939
Apparel, accessories stores.....	1,370	1,136	117,419	113,179	1,114	911	95,542	92,763
Furniture, home furnishings, appliance dealers.....	1,376	938	99,713	91,371	1,222	924	80,396	75,689
Automotive group.....	1,914	1,384	451,867	433,287	2,061	1,646	336,370	315,499
Gasoline service stations.....	3,400	1,948	160,388	128,276	3,813	2,161	100,125	80,622
Lumber, bldg. matls., hardware, farm equipment dealers..	1,868	1,500	207,481	199,365	2,105	1,798	214,206	202,239
Drug stores, proprietary stores.....	1,006	874	74,513	71,767	1,047	910	60,962	59,366
Other retail stores.....	2,690	1,478	134,164	116,086	2,263	1,320	88,047	79,547
Nonstore retailers.....	844	98	28,582	20,210	41	37	9,603	9,588

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lishments (Number)	Sales (\$1,000)	Estab-lishments (Number)	Sales (\$1,000)
1	Oklahoma, total.....	25,313	15,569	2,117,346	1,925,990	196,406	87,099	73,875	26,862	5,246	483,611	4,332	122,604
2	Adair County.....	104	56	5,622	4,610	347	192	160	113	33	1,254	12	205
3	Alfalfa County.....	173	93	9,298	7,516	566	285	231	195	28	1,854	20	375
4	Cherokee.....	82	52	5,758	5,048	443	214	182	94	8	967	9	229
5	Remainder of County.....	91	41	3,540	2,468	143	71	49	101	20	867	11	146
6	Atoka County.....	107	55	5,552	4,690	423	234	217	118	29	1,504	18	409
7	Atoka.....	83	49	4,737	4,289	397	217	200	94	15	1,142	15	371
8	Remainder of County.....	24	6	815	401	26	17	17	24	14	362	3	38
9	Beaver County.....	70	44	3,533	2,713	228	124	97	74	6	733	8	197
10	Beckham County.....	331	195	20,874	17,760	1,563	808	666	362	60	5,321	60	1,148
11	Elk City.....	149	91	11,122	9,710	911	444	364	161	20	2,634	26	590
12	Sayre.....	103	61	6,203	5,119	461	242	199	121	19	1,648	19	389
13	Remainder of County.....	79	43	3,549	2,931	191	122	96	80	21	1,039	15	159
14	Blaine County.....	183	139	12,477	11,457	890	465	376	183	33	2,896	29	510
15	Watonga.....	61	53	4,923	4,821	404	199	159	66	9	1,005	10	159
16	Remainder of County.....	122	86	7,554	6,646	486	266	217	117	24	1,891	19	351
17	Bryan County.....	349	191	21,590	18,704	1,660	862	739	376	93	5,173	59	1,619
18	Durant.....	200	133	16,841	15,789	1,432	752	641	219	38	3,516	25	629
19	Remainder of County.....	149	53	4,749	2,915	228	110	98	157	55	1,657	34	990
20	Caddo County.....	378	234	22,322	19,374	1,652	823	668	424	77	5,858	54	1,050
21	Anadarko.....	105	77	7,756	7,196	686	318	255	133	24	2,213	22	437
22	Remainder of County.....	273	157	14,566	12,178	966	505	413	291	53	3,645	36	593
23	Canadian County.....	294	184	23,058	20,866	1,871	814	689	324	56	4,665	50	1,027
24	El Reno.....	184	126	14,740	13,820	1,485	647	535	193	31	3,379	33	696
25	Remainder of County.....	110	58	8,318	7,046	386	167	154	131	25	1,286	17	331
26	Carter County.....	562	316	46,091	41,151	4,620	1,990	1,698	619	141	11,194	88	2,703
27	Ardmore.....	356	220	35,466	33,036	3,262	1,621	1,387	589	84	7,804	56	1,920
28	Healdton.....	79	43	5,178	4,346	409	182	155	86	14	1,439	8	147
29	Remainder of County.....	127	53	5,437	3,769	349	187	156	144	43	1,951	24	636
30	Cherokee County.....	160	94	9,081	7,823	580	340	288	179	41	2,358	23	374
31	Tahlequah.....	125	77	7,940	7,002	530	301	255	138	30	1,920	13	260
32	Remainder of County.....	35	17	1,141	821	50	39	33	41	11	438	10	114
33	Choctaw County.....	161	87	8,772	7,268	609	318	277	168	57	2,877	25	667
34	Hugo.....	96	68	6,936	6,250	554	275	238	95	24	1,814	11	342
35	Remainder of County.....	65	19	1,836	1,018	55	43	39	73	33	1,063	14	325
36	Cimarron County.....	63	45	4,281	3,823	362	158	137	79	6	(0)	7	243
37	Cleveland County.....	344	244	28,027	26,035	2,783	1,397	1,079	367	55	7,182	67	2,899
38	Norman.....	266	202	24,845	23,767	2,579	1,288	1,001	275	40	6,574	49	2,081
39	Remainder of County.....	78	42	3,162	2,268	204	109	78	92	15	610	18	818
40	Coal County.....	63	41	3,713	2,899	215	133	114	69	16	1,039	8	130
41	Comanche County.....	638	422	68,412	63,882	6,286	2,826	2,392	715	119	13,716	130	4,580
42	Lavton.....	533	363	63,733	60,239	6,017	2,674	2,262	601	94	12,262	110	4,109
43	Remainder of County.....	105	59	4,679	3,643	269	152	130	114	25	1,454	20	471
44	Cotton County.....	92	64	6,325	5,715	474	217	191	98	18	1,518	19	337
45	Walters.....	66	48	4,558	4,196	360	151	135	65	15	1,110	12	186
46	Remainder of County.....	26	16	1,767	1,519	114	66	56	33	3	408	7	151
47	Craig County.....	221	137	13,095	11,665	966	470	412	232	29	1,862	50	913
48	Vinita.....	167	107	10,639	9,667	862	399	353	172	24	1,601	32	633
49	Remainder of County.....	54	30	2,456	1,998	124	71	59	60	5	261	18	260
50	Creek County.....	500	312	30,190	26,188	2,579	1,191	1,013	514	104	8,068	86	1,626
51	Bristow.....	125	75	7,112	5,922	587	279	239	124	28	1,856	16	376
52	Drumright.....	103	59	5,424	4,648	391	192	164	105	18	1,647	16	221
53	Sapulpa.....	187	133	13,770	12,556	1,285	578	484	198	36	3,303	42	746
54	Remainder of County.....	85	45	3,884	3,062	316	142	126	87	22	1,232	12	283
55	Custer County.....	327	201	21,385	19,169	1,648	857	686	345	39	3,652	58	1,423
56	Clinton.....	160	104	12,307	11,089	1,033	493	404	166	24	2,289	23	827
57	Weatherford.....	78	50	4,885	4,499	319	176	131	89	5	873	17	245
58	Remainder of County.....	89	47	4,193	3,591	296	188	151	90	10	490	18	351
59	Delaware County.....	98	44	4,872	3,920	250	123	99	102	24	1,617	19	247
60	Dewey County.....	117	55	4,206	3,148	216	126	90	126	25	1,246	13	156
61	Ellis County.....	95	51	4,791	3,911	274	134	111	112	14	1,231	14	186
62	Garfield County.....	630	434	73,379	69,829	7,263	3,045	2,618	623	97	19,762	110	3,376
63	Enid.....	513	359	65,952	63,086	6,811	2,850	2,460	498	74	18,365	93	3,132
64	Remainder of County.....	117	75	7,427	6,743	452	195	158	125	23	1,397	17	244
65	Garvin County.....	343	223	25,878	23,342	1,897	915	772	386	63	6,610	65	1,545
66	Lindsay.....	69	51	6,801	6,369	472	230	200	74	9	1,397	14	394
67	Pauls Valley.....	143	97	12,708	11,568	989	448	380	165	20	3,181	26	759
68	Remainder of County.....	131	75	6,369	5,405	436	237	192	147	34	2,032	25	392

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

BY COUNTIES: CITIES OF 2500 INHABITANTS OR MORE

Payroll, and Personnel

Kind-of-business group -- Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
1,267	237,004	1,370	117,419	1,376	99,713	1,914	451,867	3,400	160,388	1,868	207,481	1,006	74,513	2,690	134,164	844	28,582	1	
11	578	5	250	2	(D)	6	1,152	12	201	12	1,185	3	187	8	(D)	2	
6	400	5	152	7	230	15	2,176	31	1,051	32	1,770	10	442	14	825	5	23	3	
5	(D)	5	152	5	(D)	11	(D)	15	480	12	1,107	3	262	6	335	3	(D)	4	
1	(D)	2	(D)	4	(D)	16	571	20	663	7	180	8	490	2	(D)	5	
10	491	3	89	4	(D)	9	1,384	15	596	4	423	4	169	9	170	2	(D)	6	
7	338	3	(D)	4	(D)	9	1,384	12	(D)	4	423	4	169	8	(D)	2	(D)	7	
3	153	...	(D)	3	(D)	1	(D)	8	
4	130	6	217	3	28	4	650	18	684	13	590	3	(D)	5	99	...	(D)	9	
21	2,270	14	725	9	443	33	5,115	48	2,149	33	1,419	15	714	33	1,407	5	163	10	
8	1,424	9	396	5	345	16	2,720	21	1,093	13	544	7	419	19	794	5	163	11	
6	535	4	(D)	3	(D)	12	1,662	15	649	13	608	4	200	8	(D)	12	
7	311	1	(D)	1	(D)	5	733	12	407	7	267	4	95	6	(D)	13	
7	456	9	470	8	289	12	2,617	29	1,346	30	2,067	9	396	17	1,430	14	
2	(D)	4	297	3	117	5	945	8	456	10	968	3	175	7	(D)	15	
5	(D)	5	173	5	172	7	1,672	21	890	20	1,099	6	221	10	(D)	16	
21	1,994	14	859	14	923	26	4,685	38	1,444	20	2,013	12	598	42	2,124	10	158	17	
9	1,697	13	(D)	14	923	23	4,667	28	1,222	13	1,570	4	423	25	1,223	8	(D)	18	
12	297	1	(D)	3	18	10	222	7	443	8	175	17	901	2	(D)	19	
22	1,384	11	604	15	700	32	4,830	54	2,493	45	3,219	16	832	42	1,316	6	56	20	
3	(D)	7	440	7	314	9	1,969	8	542	7	802	4	281	10	305	4	(D)	21	
19	(D)	7	164	8	386	23	2,861	46	1,951	38	2,417	12	551	32	1,011	2	(D)	22	
11	1,599	11	516	12	700	26	6,278	40	2,250	29	2,684	9	645	42	2,540	8	154	23	
7	1,409	10	(D)	9	669	16	3,456	24	1,635	21	1,485	6	538	25	873	2	(D)	24	
4	190	1	(D)	3	31	10	2,822	16	615	8	1,199	3	107	17	1,667	6	(D)	25	
25	6,334	34	2,172	38	2,911	49	8,372	82	3,154	28	5,978	13	1,315	55	1,476	9	472	26	
11	5,649	27	1,902	25	2,601	34	6,072	38	1,872	21	4,961	9	969	42	1,244	9	472	27	
5	267	6	(D)	7	166	11	1,669	16	634	3	(D)	2	(D)	7	87	28	
9	418	1	(D)	6	144	4	631	26	648	4	(D)	2	(D)	6	145	29	
9	556	9	593	10	336	13	2,314	10	499	17	672	5	312	23	1,067	30	
4	(D)	9	593	10	336	13	2,314	8	(D)	16	(D)	2	(D)	20	1,019	31	
5	(D)	2	(D)	1	(D)	3	(D)	3	48	32	
10	612	9	367	7	322	7	2,006	21	700	8	498	5	224	10	(D)	2	(D)	33	
4	(D)	8	(D)	7	322	7	2,006	15	610	7	(D)	3	(D)	8	435	2	(D)	34	
6	(D)	1	(D)	6	90	1	(D)	2	(D)	2	(D)	35	
7	429	3	52	3	(D)	8	684	9	545	12	994	3	265	5	54	36	
16	2,114	23	1,677	17	1,536	26	4,710	44	2,185	21	2,321	16	1,151	43	1,971	16	281	37	
11	1,982	22	(D)	14	(D)	23	(D)	30	1,720	15	1,863	14	(D)	36	1,832	12	(D)	38	
5	132	1	(D)	3	(D)	3	(D)	14	465	6	458	2	(D)	7	139	4	(D)	39	
3	(D)	1	(D)	4	519	4	562	14	401	4	111	2	(D)	5	106	2	(D)	40	
21	6,888	50	4,251	46	3,615	43	15,828	74	4,219	45	7,108	20	2,484	74	4,826	16	897	41	
16	6,710	50	4,251	40	3,252	41	(D)	56	3,511	32	6,423	17	2,395	64	4,490	13	(D)	42	
5	178	6	363	2	(D)	18	708	13	685	3	89	10	336	3	(D)	43	
3	(D)	5	251	3	191	7	1,746	12	378	17	1,276	3	143	5	(D)	44	
1	(D)	5	251	3	191	4	(D)	7	273	12	964	2	(D)	5	(D)	45	
2	(D)	3	(D)	5	105	5	312	1	(D)	46	
16	1,501	9	514	15	669	12	2,121	39	1,715	18	2,423	5	244	26	(D)	2	(D)	47	
10	974	9	514	15	669	9	2,141	28	1,071	12	1,974	3	(D)	23	811	2	(D)	48	
6	527	3	71	11	644	6	449	2	(D)	3	(D)	49	
23	2,937	21	926	26	1,567	52	7,604	78	3,196	31	1,823	22	1,057	45	1,308	12	78	50	
7	629	7	352	9	407	17	1,841	10	468	10	489	6	232	9	374	6	58	51	
4	329	6	174	6	(D)	11	1,449	18	656	5	339	4	190	11	211	4	(D)	52	
7	1,598	7	(D)	9	814	21	3,640	30	1,313	9	799	7	550	17	617	2	(D)	53	
5	381	1	(D)	2	(D)	3	674	20	759	7	196	5	85	8	106	54	
18	1,678	22	946	20	936	30	5,659	53	1,839	35	3,598	15	866	30	747	7	41	55	
5	992	16	657	15	762	18	3,652	21	877	15	1,522	5	440	15	270	3	19	56	
8	457	2	(D)	2	(D)	6	(D)	15	515	9	612	3	195	7	101	4	22	57	
5	229	4	(D)	3	(D)	6	(D)	17	447	11	1,464	7	231	8	376	58	
13	713	2	(D)	1	(D)	8	824	16	522	3	162	4	106	8	545	59	
6	230	6	54	6	105	7	771	23	724	16	547	4	152	9	(D)	2	(D)	60	
8	172	4	119	7	112	6	847	12	344	12	649	4	241	12	(D)	2	(D)	61	
19	8,321	50	4,387	47	3,119	60	10,870	85	7,630	49	8,708	22	2,628	70	4,354	21	224	62	
14	(D)	48	(D)	43	3,384	54	9,541	87	7,761	29	7,033	14	2,439	56	3,465	21	224	63	
5	(D)	2	(D)	4	35	6	1,329	6	869	20	1,675	8	189	14	889	64	
25	1,958	22	1,218	22	1,086	20	6,123	45	2,282	32	3,214	13	727	31	1,079	5	36	65	
4	(D)	5	(D)	8	415	4	2,172	8	559	5	843	2	(D)	10	385	66	
8	1,126	15	912	9	488	10	3,194	17	878	14	1,163	6	(D)	17	621	1	(D)	67	
13	(D)	2	(D)	5	183	6	757	20	845	13	1,208	5	243	4	73	4	(D)	68	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lishments (Number)	Sales (\$1,000)	Estab-lishments (Number)	Sales (\$1,000)
1	Grady County.....	363	221	29,255	25,929	2,377	1,142	939	405	74	6,555	46	1,203
2	Chickasha.....	232	152	23,361	21,357	2,053	973	804	261	38	4,839	31	888
3	Remainder of County.....	131	69	5,894	4,572	324	169	135	144	36	1,716	15	315
4	Grant County.....	155	97	10,061	8,847	546	245	214	170	32	2,473	17	360
5	Greer County.....	139	79	6,721	6,009	558	279	257	149	23	1,584	14	221
6	Mangum.....	98	60	5,283	4,983	491	239	225	104	10	1,062	11	194
7	Remainder of County.....	41	19	1,438	1,026	67	40	32	45	13	522	3	27
8	Harmon County.....	104	58	5,765	4,681	410	231	201	117	30	1,611	21	365
9	Hollis.....	83	51	4,980	4,212	371	212	184	94	17	1,281	20	(D)
10	Remainder of County.....	21	7	785	469	39	19	17	23	13	330	1	(U)
11	Harper County.....	64	52	3,854	3,716	353	184	136	74	14	(D)	9	220
12	Haskell County.....	90	54	4,995	4,559	399	217	178	94	30	1,603	12	126
13	Hughes County.....	203	119	12,271	10,501	885	458	397	226	60	3,411	35	632
14	Holdenville.....	125	81	8,764	7,802	702	338	296	137	26	2,210	23	436
15	Remainder of County.....	78	38	3,507	2,699	183	120	101	89	34	1,201	12	196
16	Jackson County.....	261	173	18,730	16,932	1,569	772	636	281	45	3,457	47	1,223
17	Altus.....	186	132	15,965	14,851	1,398	668	562	203	32	2,868	35	903
18	Remainder of County.....	75	41	2,765	2,081	171	104	74	78	13	589	12	320
19	Jefferson County.....	146	82	8,025	6,619	452	257	209	149	38	1,993	22	593
20	Johnston County.....	112	44	4,066	3,098	175	111	90	127	38	1,577	13	201
21	Kay County.....	633	423	53,990	50,504	4,666	2,070	1,749	672	90	13,088	111	2,475
22	Blackwell.....	144	102	13,805	12,929	1,196	514	436	162	24	3,358	22	631
23	Ponca City.....	310	218	30,855	29,567	2,886	1,255	1,064	323	40	7,585	50	1,176
24	Tonkawa.....	82	44	4,195	3,573	284	129	110	81	7	1,052	16	260
25	Remainder of County.....	97	59	5,135	4,435	300	172	139	106	19	1,093	23	408
26	Kingfisher County.....	166	98	12,499	11,127	872	434	359	190	31	2,668	32	632
27	Kingfisher.....	65	57	7,440	6,948	573	268	222	102	13	1,508	12	307
28	Remainder of County.....	81	41	5,059	4,179	299	166	137	88	18	1,160	20	325
29	Kiowa County.....	232	148	13,787	12,217	998	488	418	244	41	3,312	35	596
30	Hobart.....	104	70	7,629	6,959	625	298	258	103	19	1,832	14	291
31	Remainder of County.....	128	78	6,158	5,258	373	190	160	141	22	1,480	21	305
32	Latimer County.....	70	42	2,958	2,604	172	112	93	70	21	1,264	16	156
33	Le Flore County.....	292	144	14,243	10,895	956	526	449	317	95	4,547	30	506
34	Poteau.....	87	55	5,757	5,029	548	275	236	94	25	1,304	10	18
35	Remainder of County.....	205	89	8,486	5,866	408	251	213	223	70	3,243	20	320
36	Lincoln County.....	314	184	17,582	14,600	1,365	707	600	338	60	3,579	56	1,348
37	Chandler.....	80	50	5,175	4,495	431	203	170	90	13	870	13	318
38	Remainder of County.....	234	134	12,407	10,105	934	504	430	248	47	2,709	43	1,030
39	Logan County.....	269	163	18,237	16,209	1,413	667	550	311	56	3,825	40	746
40	Guthrie.....	171	105	12,396	11,230	1,020	485	396	206	35	2,835	28	577
41	Remainder of County.....	98	58	5,841	4,979	393	182	154	105	21	990	12	169
42	Love County.....	89	41	3,623	2,667	203	126	100	99	35	1,256	14	437
43	McClain County.....	160	90	8,508	7,192	565	302	248	183	46	2,220	23	516
44	Purcell.....	78	58	6,353	6,007	458	232	192	88	19	1,422	11	366
45	Remainder of County.....	82	32	2,155	1,185	107	70	56	95	27	798	12	150
46	McCurain County.....	246	118	11,495	9,097	729	393	342	256	86	3,406	31	588
47	Idabel.....	109	75	5,750	5,036	432	257	226	114	29	1,548	13	287
48	Remainder of County.....	137	43	5,745	4,061	297	136	116	142	57	1,858	18	301
49	McIntosh County.....	159	91	7,042	5,910	430	270	221	182	37	1,616	23	323
50	Checotah.....	63	37	3,064	2,680	219	128	101	1	16	573	10	(D)
51	Eufaula.....	76	44	3,355	2,815	170	125	105	81	11	793	11	175
52	Remainder of County.....	20	10	621	415	41	17	15	20	10	250	2	(O)
53	Major County.....	106	74	5,838	5,292	431	223	178	113	22	1,460	12	263
54	Marshall County.....	111	55	4,008	3,200	299	167	141	111	30	1,005	15	231
55	Madill.....	77	47	3,289	2,975	275	146	123	76	12	485	10	126
56	Remainder of County.....	34	8	719	225	24	21	18	35	18	520	5	105
57	Mayes County.....	278	148	14,217	11,577	886	483	396	311	45	3,249	52	1,071
58	Pryor Creek.....	105	73	8,192	7,540	615	322	278	118	13	1,952	19	506
59	Remainder of County.....	173	75	6,025	4,037	271	161	118	193	32	1,297	33	565
60	Murray County.....	172	106	11,001	9,345	782	374	330	193	39	2,212	36	656
61	Sulphur.....	115	67	7,110	6,376	489	238	208	127	27	1,493	21	309
62	Remainder of County.....	57	39	3,891	2,969	293	136	122	66	12	719	15	347
63	Muskogee County.....	735	431	50,382	45,030	4,915	2,347	1,961	726	199	13,410	113	2,470
64	Muskogee.....	594	360	44,642	40,374	4,589	2,119	1,793	580	163	11,774	94	1,997
65	Remainder of County.....	141	71	5,740	4,656	326	228	168	146	36	1,636	19	473
66	Noble County.....	148	88	11,004	9,622	850	402	345	162	24	2,125	26	629
67	Perry.....	107	69	8,713	8,077	739	362	312	116	18	1,862	18	451
68	Remainder of County.....	41	19	2,381	1,545	111	40	33	46	6	243	8	178

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
23	2,990	13	1,625	21	1,366	39	6,908	46	2,099	34	3,221	13	949	45	2,008	9	331	1
8	2,451	13	1,625	20	(O)	25	5,920	25	1,621	19	1,996	6	723	38	(O)	9	331	2
15	539	1	(O)	14	988	21	478	15	1,225	7	226	7	(O)	3
13	359	4	100	8	278	11	1,385	17	708	31	1,928	6	(O)	11	(O)	5	22	4
6	440	6	311	11	335	9	1,155	16	636	19	1,175	5	287	25	493	5	84	5
4	(O)	6	311	9	(D)	8	(D)	8	349	16	994	3	(O)	18	239	5	84	6
2	(O)	2	(O)	1	(O)	8	287	3	181	2	(O)	7	254	7
5	556	2	(D)	5	217	7	1,150	11	366	8	572	6	223	9	(O)	8
5	556	2	(O)	5	217	7	1,150	10	(O)	6	(O)	3	133	8	366	9
...	1	(O)	2	(O)	3	90	1	(D)	10
3	125	5	(O)	3	97	8	767	7	396	7	477	5	201	3	218	11
10	469	2	(O)	2	(O)	7	982	14	384	6	614	3	188	4	108	12
11	1,163	7	520	9	395	22	3,293	13	537	12	1,325	10	432	18	537	6	26	13
7	768	7	(O)	8	(O)	17	2,622	7	341	7	918	6	306	13	293	4	(O)	14
4	395	...	(O)	1	(O)	5	671	6	196	5	407	4	126	5	244	2	(O)	15
14	1,592	14	1,135	13	1,357	21	3,696	40	1,791	24	2,854	13	625	23	924	7	76	16
7	1,493	14	1,135	11	(O)	18	3,617	18	1,139	16	2,466	9	550	20	768	6	(D)	17
7	99	2	(D)	3	79	22	652	8	388	4	75	3	156	1	(D)	18
12	532	2	(O)	6	237	15	2,144	20	567	14	1,152	8	286	7	(O)	2	(O)	19
11	166	1	(O)	2	(O)	3	587	18	327	7	280	7	143	10	528	2	(O)	20
24	4,074	51	2,804	48	3,120	63	13,220	76	3,169	59	6,353	25	2,066	66	3,430	20	191	21
4	783	12	652	10	(D)	16	4,068	12	608	18	1,779	7	518	14	572	5	(D)	22
9	2,881	30	1,891	29	1,903	31	6,544	38	1,914	22	3,423	11	1,177	37	2,232	13	129	23
6	268	6	194	7	363	11	964	15	319	6	433	3	203	5	139	24
5	142	3	67	2	(D)	5	1,644	11	328	13	718	4	168	10	487	2	(O)	25
8	743	8	173	5	138	14	3,145	26	943	24	2,640	4	(D)	12	1,013	2	(O)	26
4	584	5	113	5	138	7	1,732	13	609	15	1,982	3	319	6	(D)	2	(O)	27
4	159	3	60	7	1,413	13	334	9	658	1	(D)	6	(D)	28
20	1,392	5	447	12	464	25	2,868	30	1,045	28	2,512	9	600	22	438	5	113	29
5	724	4	(O)	9	(O)	15	1,799	8	418	10	1,108	4	346	11	244	5	113	30
15	668	1	(O)	3	(O)	10	1,069	22	627	18	1,404	5	254	11	194	31
3	127	2	(O)	1	(O)	7	529	7	311	2	(O)	2	(O)	7	189	2	(O)	32
34	2,001	15	428	11	(O)	22	3,420	39	1,192	17	961	10	468	17	244	2	(O)	33
4	223	9	316	8	416	9	2,200	7	342	6	443	4	213	5	112	34
30	1,778	6	112	3	(O)	13	1,220	32	850	11	518	6	255	12	132	2	(O)	35
22	1,569	8	383	14	492	18	4,287	68	2,535	27	2,132	15	472	26	785	36
5	741	3	54	7	333	6	1,319	20	792	5	353	2	(O)	6	(D)	37
17	828	5	329	7	159	12	2,968	46	1,743	22	1,779	13	(D)	20	(O)	38
19	1,644	9	716	16	800	19	4,874	42	1,655	25	1,656	10	671	23	1,598	10	52	39
6	1,158	9	716	12	624	13	3,122	21	953	14	1,210	5	481	18	668	10	52	40
13	486	4	176	6	1,752	21	702	11	446	5	190	5	930	41
4	145	1	(O)	4	(O)	3	(O)	8	206	6	464	3	(O)	11	217	42
13	513	4	273	7	537	8	1,786	22	1,147	14	799	5	247	18	470	43
8	316	4	273	7	537	7	(D)	7	727	8	571	3	(D)	4	228	44
5	197	1	(D)	15	420	6	228	2	(D)	14	242	45
26	1,397	13	642	9	330	14	2,306	22	777	13	782	12	486	14	733	6	48	46
7	436	9	497	6	251	10	1,072	10	414	8	539	7	264	8	(D)	2	(D)	47
19	961	4	145	3	79	4	1,234	12	363	5	243	5	222	6	(D)	4	(D)	48
14	699	2	(D)	5	(D)	18	1,419	26	868	11	1,019	3	145	18	559	2	(D)	49
3	219	1	(D)	7	700	10	335	8	834	1	(D)	7	94	50
8	324	1	(D)	3	38	10	(D)	14	(D)	3	185	2	(D)	11	465	2	(D)	51
3	156	2	(D)	1	(D)	2	(D)	52
5	295	1	(D)	5	165	6	1,277	24	694	20	1,044	2	(D)	7	417	2	(D)	53
6	312	2	(D)	3	(D)	6	862	15	378	7	462	4	164	20	137	3	(D)	54
6	312	2	(D)	3	(D)	6	862	12	(D)	7	462	3	(D)	13	95	3	(D)	55
...	3	(D)	1	(D)	7	42	56
23	1,261	12	(D)	10	346	24	2,996	37	1,068	26	2,488	14	451	35	920	...	(O)	57
6	552	10	315	5	243	15	2,352	11	376	10	1,320	7	347	9	(O)	...	(O)	58
17	709	2	(O)	5	103	9	644	26	692	16	1,168	7	104	26	(O)	59
13	524	6	(O)	9	675	11	3,312	22	1,235	13	1,176	8	252	13	657	2	(D)	60
11	(O)	4	204	4	427	9	(O)	15	454	8	636	5	159	9	542	2	(O)	61
2	(O)	2	(O)	5	248	2	(O)	7	781	5	540	3	93	4	115	62
25	7,053	33	2,327	25	2,094	35	8,777	104	4,436	52	3,827	32	2,041	81	3,387	36	560	63
13	6,288	33	2,327	22	1,945	30	8,524	71	3,492	34	2,817	24	1,730	74	3,188	36	560	64
12	765	3	149	5	253	33	944	18	1,010	8	311	7	199	65
8	714	3	229	10	237	9	2,232	23	1,294	13	1,962	7	381	17	1,223	8	68	66
5	647	3	229	10	237	7	(D)	12	808	8	1,505	5	(O)	15	(O)	6	(D)	67
3	67	2	(O)	11	486	5	457	2	(O)	2	(O)	2	(O)	68

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Nowata County.....	146	84	8,840	8,034	656	323	281	166	33	2,421	28	563
2	Nowata.....	95	63	7,006	6,586	565	277	239	106	18	1,638	16	369
3	Remainder of County.....	51	21	1,834	1,448	91	46	42	60	15	783	12	194
4	Okfuskee County.....	161	83	8,471	6,963	564	313	257	167	48	2,526	27	402
5	Okemah.....	107	65	6,566	5,866	473	262	215	110	28	1,990	20	300
6	Remainder of County.....	54	18	1,905	1,097	91	51	42	57	20	536	7	102
7	Oklahoma County.....	3,742	2,382	461,385	433,749	50,224	21,215	18,128	3,772	661	96,290	744	30,936
8	Bethany.....	64	30	4,906	4,162	402	203	141	67	8	1,408	7	(D)
9	Del City.....	12	12	894	894	102	70	50	13	1	(0)	1	(0)
10	Edmond.....	92	60	9,498	8,750	733	326	283	97	13	2,408	9	394
11	Midwest City.....	71	53	11,570	10,950	1,008	462	382	63	10	4,896	15	698
12	Nichols Hills.....
13	Oklahoma City.....	3,292	2,110	419,879	396,137	46,923	19,654	16,852	3,306	574	83,846	665	28,571
14	Remainder of County.....	211	117	14,638	12,856	1,056	500	420	226	55	(D)	47	1,106
15	Oklmulgee County.....	439	281	30,733	28,191	2,545	1,266	1,072	468	102	8,377	78	1,533
16	Henryetta.....	147	91	9,407	8,741	795	413	342	158	21	2,375	34	634
17	Oklmulgee.....	225	155	18,834	17,584	1,605	768	657	232	54	4,835	34	729
18	Remainder of County.....	67	35	2,492	1,866	145	85	73	78	27	1,167	10	170
19	Osage County.....	342	222	21,687	19,295	1,608	809	684	355	77	5,845	53	1,285
20	Hominy.....	70	50	4,379	4,031	377	184	150	70	13	848	17	279
21	Pawhuska.....	100	74	7,608	7,020	587	297	245	101	9	1,314	17	483
22	Remainder of County.....	172	98	9,700	8,244	644	328	289	184	55	3,683	19	523
23	Ottawa County.....	406	238	24,928	22,424	2,192	1,031	864	447	91	6,643	66	1,544
24	Miami.....	222	146	18,846	17,530	1,766	761	626	232	50	4,387	33	898
25	Picher.....	48	24	1,585	1,245	107	59	54	60	10	657	8	103
26	Remainder of County.....	136	68	4,497	3,649	319	211	184	155	31	1,599	25	543
27	Pawnee County.....	149	99	10,651	9,269	669	357	293	176	29	2,395	24	413
28	Pawnee.....	53	41	5,709	5,323	382	203	163	64	7	1,023	5	161
29	Remainder of County.....	96	58	4,942	3,946	287	154	130	112	22	1,372	19	252
30	Payne County.....	469	329	37,137	34,297	3,447	1,636	1,349	528	75	10,181	83	1,759
31	Cushing.....	146	104	12,091	11,245	1,143	487	410	193	28	3,065	20	457
32	Stillwater.....	239	173	21,826	20,406	2,047	992	807	270	27	6,058	45	994
33	Remainder of County.....	84	52	3,220	2,646	257	157	132	105	20	1,058	18	308
34	Pittsburg.....	453	249	30,560	26,850	2,494	1,205	1,048	498	121	9,039	78	1,604
35	McAlester.....	284	172	23,695	21,899	2,159	1,000	877	305	71	6,398	43	980
36	Remainder of County.....	169	77	6,865	4,951	335	205	171	193	50	2,641	35	624
37	Pontotoc County.....	352	208	29,249	26,327	2,472	1,127	962	351	89	6,742	53	1,183
38	Ada.....	262	178	25,752	24,142	2,331	1,056	902	262	55	5,217	44	1,106
39	Remainder of County.....	90	30	3,497	2,185	141	71	60	89	34	1,525	9	77
40	Pottawatomie County.....	533	299	40,373	35,115	3,566	1,620	1,358	554	139	9,391	83	1,786
41	Shawnee.....	378	224	34,569	30,957	3,252	1,441	1,210	385	93	7,393	54	1,440
42	Remainder of County.....	155	75	5,804	4,158	314	179	148	169	46	1,993	29	346
43	Pushmataha County.....	96	44	5,129	4,413	225	152	117	107	30	1,288	19	150
44	Antlers.....	55	31	4,101	3,837	200	130	103	62	13	961	16	119
45	Remainder of County.....	41	13	1,028	576	25	22	14	45	17	327	3	31
46	Roger Mills County.....	86	32	3,407	2,129	127	63	52	90	36	1,194	5	63
47	Rogers County.....	226	126	12,518	10,616	810	449	370	258	63	3,152	35	793
48	Claremore.....	125	79	8,563	7,767	620	332	276	142	28	1,707	23	483
49	Remainder of County.....	101	47	3,955	2,849	190	117	94	116	35	1,445	12	310
50	Siminole County.....	405	255	28,387	25,921	2,333	1,119	992	428	102	6,585	62	1,239
51	Konawa.....	41	23	2,189	1,801	136	70	53	47	9	485	6	110
52	Seminole.....	187	125	16,431	15,397	1,389	646	588	196	45	3,636	31	655
53	Wewoka.....	116	76	7,960	7,268	703	337	297	118	28	1,622	16	354
54	Remainder of County.....	61	31	1,807	1,455	105	66	54	67	20	842	9	120
55	Sequoyah County.....	148	62	5,463	4,069	341	189	146	159	41	1,458	20	247
56	Sallisaw.....	78	38	3,076	2,410	243	131	104	88	15	531	13	162
57	Remainder of County.....	70	24	2,387	1,659	98	58	42	71	26	927	7	85
58	Stephens County.....	426	244	39,954	36,434	3,282	1,405	1,211	460	97	10,191	68	1,802
59	Duncan.....	265	153	30,178	27,978	2,620	1,059	928	290	57	7,095	40	1,204
60	Marlow.....	79	43	5,651	4,987	374	190	159	81	18	1,542	13	237
61	Remainder of County.....	82	48	4,125	3,469	288	156	124	89	22	1,554	15	361
62	Texas County.....	172	128	14,296	13,196	1,386	545	453	188	27	2,911	39	1,052
63	Guymon.....	104	76	9,604	8,706	979	377	310	106	13	1,647	22	616
64	Remainder of County.....	68	52	4,692	4,490	407	168	143	82	14	1,264	17	436
65	Tillman County.....	224	160	15,083	14,197	1,176	545	454	258	39	2,953	23	434
66	Frederick.....	131	91	10,655	10,115	894	394	346	159	20	1,728	17	348
67	Remainder of County.....	93	69	4,428	4,082	282	151	108	99	19	1,225	6	86
68	Tulsa County.....	3,078	1,980	366,723	345,635	40,870	15,783	13,591	3,085	549	71,274	573	22,795
69	Broken Arrow.....	80	46	4,990	4,462	380	157	140	84	17	1,126	14	247
70	Sand Springs.....	99	61	6,720	5,954	571	262	196	102	31	2,482	18	427
71	Tulsa.....	2,591	1,691	331,021	313,477	37,954	14,472	12,494	2,566	435	63,178	496	19,620
72	Remainder of County.....	308	182	23,992	21,742	1,965	892	761	333	66	4,488	45	2,501
73	Wagoner County.....	150	94	8,466	7,140	537	296	245	173	45	2,156	19	333
74	Wagoner.....	82	58	5,127	4,511	311	183	151	90	15	1,123	13	249
75	Remainder of County.....	68	36	3,339	2,629	226	113	94	83	30	1,033	6	84

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
8	420	8	409	4	348	12	2,123	21	717	14	1,113	2	(D)	14	445	2	(D)	1	
3	236	8	409	4	348	12	2,123	7	343	9	814	2	(D)	14	445	2	(D)	2	
5	184	14	374	5	299	3	
9	745	5	293	5	(D)	9	1,396	16	463	14	1,309	5	163	21	900	2	(D)	4	
4	379	5	293	4	227	7	(D)	6	207	12	(D)	5	163	14	781	2	(D)	5	
5	366	1	(D)	2	(D)	10	256	2	(D)	7	119	6	
115	75,609	220	30,093	238	22,430	265	88,059	483	28,488	163	30,920	170	17,268	440	28,510	243	12,782	7	
3	(D)	3	(D)	8	221	2	(D)	14	665	5	(D)	2	(D)	4	136	8	44	8	
1	(D)	1	(D)	4	287	3	347	1	(D)	9	
11	835	5	207	5	217	13	3,348	14	695	5	358	3	262	9	523	5	251	10	
4	978	10	922	5	524	9	1,382	3	250	3	(D)	4	(D)	4	32	4	56	11	
...	12	
87	72,161	199	28,608	212	21,131	237	80,946	404	24,946	137	27,287	154	15,616	401	25,404	222	11,363	13	
9	1,013	2	(D)	8	337	4	(D)	44	1,645	13	816	4	198	22	2,415	3	(D)	14	
15	3,224	33	1,472	21	1,440	42	7,457	59	2,039	25	2,281	14	986	43	1,850	7	74	15	
5	(D)	14	(D)	8	611	12	(D)	23	677	7	673	7	(D)	16	(D)	16	
9	2,390	18	916	13	829	28	5,040	23	972	11	1,392	5	481	26	1,212	4	38	17	
1	(D)	1	(D)	2	(D)	13	390	7	216	2	(D)	1	(D)	3	36	18	
18	1,856	23	858	12	(D)	34	5,462	65	2,857	16	1,183	13	797	29	703	2	(D)	19	
3	(D)	5	97	2	(D)	10	1,391	12	536	1	(D)	3	162	4	193	20	
3	(D)	13	537	5	267	13	2,526	19	828	4	(D)	3	293	12	402	2	(D)	21	
12	643	5	224	5	455	11	1,545	34	1,493	11	684	7	342	13	108	22	
22	2,068	28	1,300	19	1,182	26	5,643	57	1,708	29	1,810	13	820	39	2,082	16	128	23	
8	1,704	23	1,238	14	1,043	19	5,387	24	814	14	1,127	6	567	23	1,587	8	94	24	
...	(D)	1	(D)	5	139	1	(D)	8	187	5	139	1	(D)	5	164	4	18	25	
14	(D)	4	(D)	6	(D)	25	707	10	544	6	(D)	11	331	4	16	26	
10	854	5	200	9	376	12	2,576	22	965	17	1,063	7	339	14	1,470	27	
3	566	1	(D)	5	217	5	1,352	10	531	7	509	3	(D)	7	1,101	28	
7	288	4	(D)	4	159	7	1,224	12	434	10	554	4	(D)	7	369	29	
22	3,320	34	2,288	41	1,879	37	8,067	56	2,662	43	3,725	16	1,130	48	1,846	14	280	30	
6	1,453	10	526	9	(D)	14	(D)	20	1,033	14	1,252	6	(D)	13	493	6	(D)	31	
10	1,644	24	1,762	31	1,135	22	5,328	23	1,178	13	1,681	8	678	30	1,126	6	242	32	
6	223	1	(D)	1	(D)	13	451	16	792	2	(D)	5	227	2	(D)	33	
20	3,656	22	1,165	16	1,217	31	5,359	69	2,724	27	2,981	14	1,042	34	1,344	21	429	34	
8	2,737	19	962	10	1,079	20	4,540	38	1,847	18	2,745	10	899	26	(D)	21	(D)	35	
12	919	3	203	6	138	11	819	31	877	9	236	4	143	8	(D)	...	(D)	36	
12	2,824	24	1,871	22	(D)	16	7,594	39	1,816	23	2,533	19	1,005	50	2,139	5	109	37	
10	(D)	22	(D)	20	1,407	14	(D)	28	1,618	14	2,174	12	807	40	1,764	3	(D)	38	
2	(D)	2	(D)	2	(D)	2	(D)	11	198	9	359	7	198	10	375	2	(D)	39	
30	6,268	32	2,467	30	2,882	32	7,202	64	2,930	24	2,415	26	1,627	60	3,217	13	188	40	
14	5,054	25	2,145	22	2,505	32	7,202	48	2,353	16	2,105	15	1,323	50	2,902	9	142	41	
16	1,214	7	322	8	377	16	577	8	310	11	304	10	315	4	46	42	
16	1,008	4	113	2	(D)	3	(D)	10	371	3	(D)	4	186	3	(D)	2	(D)	43	
4	519	1	(D)	2	(D)	3	(D)	5	250	3	(D)	3	(D)	3	(D)	2	(D)	44	
12	489	3	(D)	5	121	1	(D)	45	
6	176	2	(D)	9	920	14	354	5	450	...	(D)	5	137	4	38	46	
16	1,628	9	319	12	569	18	2,896	25	735	19	1,276	5	416	24	734	47	
8	1,343	8	(D)	8	406	10	2,462	13	465	7	726	4	(D)	16	(D)	48	
8	285	1	(D)	4	163	8	434	12	270	12	550	1	(D)	8	(D)	49	
21	1,616	28	1,892	22	1,724	33	8,969	60	2,488	21	1,680	13	993	35	1,173	8	28	50	
2	(D)	3	(D)	1	(D)	5	(D)	5	236	4	(D)	2	(D)	4	(D)	51	
8	807	13	991	12	1,016	17	5,937	24	1,204	11	1,126	5	481	15	(D)	6	(D)	52	
5	578	12	(D)	9	(D)	10	2,361	16	599	4	273	4	351	10	333	2	(D)	53	
6	(D)	1	(D)	15	449	2	(D)	2	(D)	6	45	54	
17	867	2	(D)	7	217	7	668	26	925	7	430	10	314	10	147	1	(D)	55	
8	384	2	(D)	3	(D)	7	668	12	455	3	262	8	(D)	6	87	1	(D)	56	
9	483	4	(D)	14	470	4	168	2	(D)	4	60	57	
21	3,379	21	1,963	26	2,203	23	7,595	53	2,770	33	6,354	15	1,290	57	2,305	12	102	58	
10	2,899	15	1,605	20	1,744	16	5,512	28	2,038	23	5,573	6	823	44	1,647	6	38	59	
4	162	4	(D)	3	290	4	(D)	10	393	5	598	5	211	11	(D)	2	(D)	60	
7	318	2	(D)	3	169	3	(D)	15	339	5	183	4	256	2	(D)	4	(D)	61	
9	813	12	569	10	467	13	3,459	23	1,196	24	2,726	5	509	9	(D)	1	(D)	62	
5	667	11	(D)	8	(D)	8	2,139	15	923	11	1,805	3	(D)	7	279	1	(D)	63	
4	146	1	(D)	2	(D)	5	1,320	8	273	13	921	2	(D)	2	(D)	64	
20	1,023	13	656	9	473	24	4,304	29	1,284	28	2,686	11	532	20	696	8	42	65	
10	595	11	(D)	4	368	16	3,684	16	827	15	1,812	5	319	11	376	6	(D)	66	
10	428	2	(D)	5	105	8	620	13	457	13	874	6	213	9	320	2	(D)	67	
104	41,149	199	29,036	190	20,194	210	83,044	367	22,791	156	32,366	125	12,906	406	22,042	199	9,126	68	
4	261	5	107	2	(D)	6	1,133	6	284	9	(D)	2	(D)	11	439	4	34	69	
6	538	9	488	6	(D)	4	1,125	11	585	2	(D)	1	(D)	7	262	4	84	70	
79	39,244	172	27,869	166	18,939	180	77,222	294	19,634	111	23,968	112	12,348	361	20,053	185	8,946	71	
15	1,106	13	572	16	951	20	3,564	56	2,288	34	6,790	10	382	27	1,288	6	62	72	
10	871	7	206	4	316	14	2,030	23	712	12	1,407	6	284	10	151	73	
5	488	3	113	1	(D)	11	(D)	14	504	7	609	4	(D)	9	(D)	74	
5	383	4	93	3	(D)	3	(D)	9	208	5	798	2	(D)	1	(D)	75	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Washington County.....	323	233	36,342	34,726	3,473	1,513	1,298	373	58	9,406	65	2,051
2	Bartlesville.....	246	188	30,849	29,827	3,071	1,326	1,160	276	36	6,222	47	1,672
3	Dewey.....	40	22	2,605	2,421	182	90	70	51	8	1,282	9	101
4	Remainder of County.....	37	23	2,888	2,478	220	97	68	46	14	1,902	9	278
5	Washita County.....	176	96	11,056	8,834	647	325	267	189	37	2,587	18	338
6	Cordell.....	79	57	6,360	5,702	449	224	183	79	12	986	9	208
7	Remainder of County.....	97	39	4,696	3,132	198	101	84	110	25	1,601	9	130
8	Woods County.....	210	136	13,276	11,660	1,101	506	417	242	29	2,491	37	862
9	Alva.....	133	93	9,602	8,718	871	394	318	162	16	1,679	27	680
10	Remainder of County.....	77	43	3,674	2,942	230	112	99	80	13	812	10	182
11	Woodward County.....	181	117	12,171	11,059	1,143	463	409	197	24	2,243	35	683
12	Woodward.....	136	94	8,989	8,419	958	380	337	149	13	1,435	28	539
13	Remainder of County.....	45	23	3,182	2,640	185	83	72	48	11	808	7	144

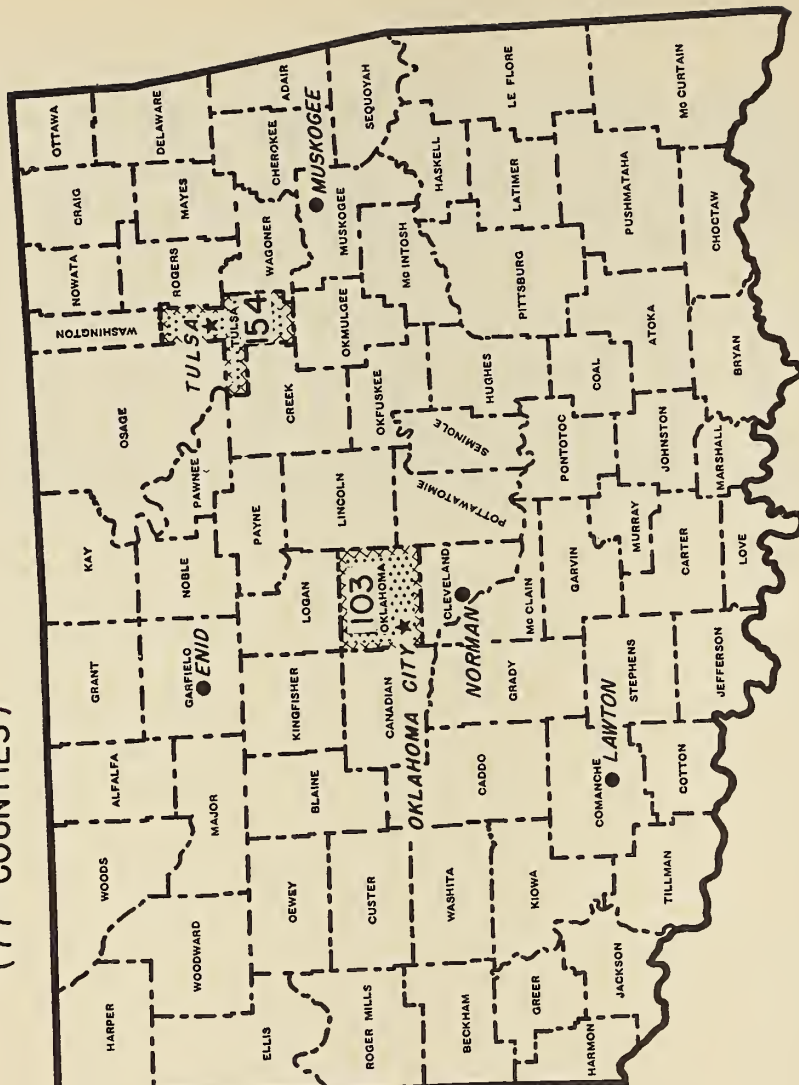
Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, hldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
12	2,964	28	2,960	27	2,013	23	7,765	35	2,373	20	2,659	14	1,443	35	2,432	6	276	1
9	2,788	25	2,766	20	1,712	22	(D)	26	1,865	15	2,343	9	1,206	33	(D)	4	(D)	2
1	(O)	1	(O)	5	(D)	1	(O)	5	287	3	(D)	3	(D)	2	(O)	2	(O)	3
2	(O)	2	(O)	2	(O)	4	221	2	(O)	2	(O)	4
8	552	9	511	10	389	21	2,162	35	1,302	18	1,544	7	271	13	1,400	5
3	417	7	(D)	4	163	16	1,817	7	499	12	1,158	3	165	6	(D)	6
5	135	2	(O)	6	226	5	345	28	803	6	386	4	106	7	(D)	7
10	1,141	12	559	10	641	22	2,896	28	1,061	26	1,714	8	519	28	1,392	8
6	909	12	559	7	581	17	2,355	12	585	16	1,365	3	(O)	17	(D)	9
4	232	3	60	5	541	16	476	10	349	5	(D)	11	(D)	10
6	942	11	676	10	485	19	2,787	26	1,340	16	1,253	6	455	18	1,253	10	54	11
5	(D)	11	676	9	(D)	14	(D)	13	524	15	(D)	4	(D)	14	(D)	10	54	12
1	(O)	1	(O)	5	(O)	13	816	1	(O)	2	(O)	4	(O)	13

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

OKLAHOMA (77 COUNTIES)



STANDARD METROPOLITAN AREAS

CODE

103 OKLAHOMA CITY

154 TULSA

LEGEND

● PLACES OF 25,000 TO 100,000 (1950)

★ PLACES OF 100,000 AND OVER (1950)

■ STANDARD METROPOLITAN AREAS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

U. S. DEPARTMENT OF COMMERCE

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U. S. Post Office & Courthouse
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Ext. 478

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Phone: Madison 4216

CHARLESTON 4, S. C.
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Phone: Cherry 1-7900

DALLAS 2, TEX.
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Phone: Sterling 5611

DENVER 2, COLO.
142 New Custom House
Phone: Keystone 4-4151,
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438 Federal Bldg.
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430 Lamar Avenue
Phone: Capitol 7201

JACKSONVILLE 1, FLA.
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The Annex, Room 264
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BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

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1954 Census of Business RETAIL TRADE

November 1955

Series: PR-1-37

OREGON

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
OREGON

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	19,064	12,324	1,924,332	1,781,688	17,498	11,939	1,587,108	1,479,969
Food stores.....	3,586	2,038	464,002	416,254	3,838	2,083	350,980	301,625
Eating, drinking places.....	3,782	2,926	137,071	125,557	3,717	2,968	115,543	107,976
General merchandise group.....	771	523	214,531	209,197	746	521	202,826	199,796
Apparel, accessories stores.....	1,002	802	85,553	82,155	884	666	71,803	69,114
Furniture, home furnishings, appliance dealers.....	938	610	84,941	78,789	830	605	75,256	71,829
Automotive group.....	1,100	826	355,201	344,195	1,029	840	283,021	274,800
Gasoline service stations.....	2,525	1,651	143,574	121,554	2,411	1,343	90,341	71,067
Lumber, bldg. matls., hardware, farm equipment dealers..	1,359	961	159,943	151,591	1,227	988	150,943	147,433
Drug stores, proprietary stores.....	545	489	51,281	49,805	539	465	38,817	37,692
Other retail stores.....	2,621	1,415	191,743	173,967	2,246	1,436	174,013	165,106
Nonstore retailers.....	835	83	36,492	28,624	31	24	33,565	33,531

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Oregon, total.....	19,064	12,324	1,924,332	1,781,688	205,311	70,157	59,994	21,936	3,586	464,002	3,782	137,071
2	Baker County.....	224	152	17,403	15,769	1,613	619	562	256	42	3,703	49	1,489
3	Baker.....	158	118	14,677	13,857	1,422	537	487	182	30	3,209	29	940
4	Remainder of County.....	66	34	2,726	1,912	191	82	75	74	12	494	20	549
5	Benton County.....	303	211	28,068	25,724	2,892	1,074	845	360	54	6,825	54	1,714
6	Corvallis.....	204	153	23,963	22,845	2,558	970	764	235	32	5,556	33	1,246
7	Remainder of County.....	99	53	4,105	2,879	224	104	81	125	22	1,269	21	468
8	Clackamas County.....	810	510	63,993	58,443	5,757	1,951	1,615	975	154	16,982	166	4,560
9	Cladstone.....	40	20	2,668	2,144	148	51	49	50	14	(D)	6	72
10	Milwaukie.....	87	55	7,897	7,289	798	278	239	87	14	2,546	18	687
11	Oregon City.....	182	126	22,117	20,949	2,207	668	565	233	28	4,788	29	860
12	Oswego.....	67	51	7,050	6,738	657	210	165	75	11	2,000	13	491
13	West Linn.....	14	10	992	894	62	25	20	18	2	(D)	4	62
14	Remainder of County.....	420	248	23,269	20,429	1,885	719	577	512	85	6,285	96	2,388
15	Clatsop County.....	430	290	31,800	29,072	3,408	1,131	873	492	73	8,235	105	3,425
16	Astoria.....	225	163	20,732	19,652	2,495	801	640	241	30	4,236	48	1,943
17	Seaside.....	110	70	6,834	6,204	596	209	140	136	19	2,047	26	615
18	Remainder of County.....	95	57	4,234	3,216	317	121	93	115	24	1,952	31	867
19	Columbia County.....	277	169	17,234	14,516	1,290	474	386	312	48	4,708	50	1,174
20	St. Helens.....	110	70	7,841	6,997	646	226	187	123	19	1,986	19	401
21	Remainder of County.....	167	99	9,393	7,519	644	248	199	189	29	2,722	31	773
22	Coos County.....	547	387	59,182	55,036	6,356	1,866	1,624	585	115	16,371	112	4,154
23	Coquille.....	87	63	11,505	10,941	1,272	317	290	90	17	2,279	14	526
24	Coos Bay.....	178	134	28,352	27,290	3,304	939	828	171	35	7,724	36	1,402
25	North Bend.....	73	59	6,558	6,176	697	225	185	87	13	2,010	11	629
26	Remainder of County.....	209	129	12,767	10,629	1,083	385	321	237	50	4,358	51	1,597
27	Crook County.....	94	76	10,767	10,275	964	310	277	103	16	2,564	13	428
28	Prineville.....	74	60	9,499	9,141	848	274	243	76	13	2,305	8	344
29	Remainder of County.....	20	16	1,268	1,134	116	36	34	27	3	259	5	84
30	Curry County.....	131	83	9,492	8,550	660	257	212	177	33	3,048	21	971
31	Deschutes County.....	339	201	27,611	24,487	2,862	964	859	382	64	6,519	59	2,156
32	Bend.....	199	115	17,920	16,144	1,949	631	579	219	46	4,400	28	1,246
33	Redmond.....	86	66	7,897	7,317	834	272	236	97	8	1,670	14	551
34	Remainder of County.....	54	20	1,794	1,026	79	61	44	66	10	449	17	359
35	Douglas County.....	704	488	69,312	64,170	6,275	2,149	1,836	822	132	19,791	120	4,684
36	Roseburg.....	273	175	33,143	31,227	3,552	1,139	1,002	290	40	4,453	34	1,687
37	Remainder of County.....	431	313	36,169	32,943	2,723	1,010	834	532	92	15,338	86	2,997
38	Cilliam County.....	52	36	5,070	4,832	510	146	125	57	8	662	7	291
39	Crant County.....	110	78	8,378	7,914	765	250	222	124	12	1,976	28	727
40	Harney County.....	91	61	8,925	8,033	716	248	231	108	9	1,814	17	675
41	Burns.....	78	54	8,329	7,621	703	235	222	92	8	(D)	13	608
42	Remainder of County.....	13	7	596	412	13	13	9	16	1	(D)	4	67
43	Hood River County.....	175	119	15,463	13,949	1,218	411	350	188	29	4,123	29	965
44	Hood River.....	110	74	11,616	10,596	937	298	255	111	14	2,630	15	521
45	Remainder of County.....	65	45	3,847	3,353	281	113	95	77	15	1,493	14	444
46	Jackson County.....	797	503	78,081	72,465	7,758	2,624	2,266	919	149	18,582	134	4,515
47	Asiland.....	134	92	10,213	9,305	833	311	262	155	29	2,892	25	679
48	Medford.....	385	261	49,424	46,880	5,521	1,839	1,600	421	56	9,007	53	2,108
49	Remainder of County.....	278	150	18,444	16,280	1,404	474	404	343	64	6,683	56	1,728
50	Jefferson County.....	72	54	7,736	7,130	642	202	178	86	11	1,615	18	529
51	Josephine County.....	374	246	34,705	32,043	3,274	1,153	994	436	65	8,122	76	2,207
52	Grants Pass.....	225	153	26,345	24,985	2,638	903	787	245	33	5,245	41	1,347
53	Remainder of County.....	149	93	8,360	7,058	636	250	207	191	32	2,877	35	860
54	Klamath County.....	593	397	58,409	54,321	6,521	2,226	1,920	660	105	13,203	133	4,700
55	Kalamath Falls.....	369	261	46,006	43,416	5,461	1,796	1,591	408	65	9,408	70	3,038
56	Remainder of County.....	224	136	12,403	10,905	1,060	430	329	252	40	3,795	63	1,662
57	Lake County.....	103	67	9,220	8,610	835	290	238	123	18	2,537	24	699
58	Lakeview.....	71	53	7,146	6,716	707	252	210	88	10	1,766	14	556
59	Remainder of County.....	32	14	1,784	1,464	128	38	28	35	8	771	10	143
60	Lane County.....	1,532	1,006	163,135	150,553	16,596	5,864	4,708	1,887	334	43,182	252	9,256
61	Cottage Grove.....	101	73	10,461	9,731	900	304	259	121	15	2,520	14	419
62	Eugene.....	702	504	97,473	92,287	11,395	4,129	3,256	847	136	19,950	103	3,048
63	Springfield.....	179	109	16,036	14,484	1,434	511	430	227	43	5,039	21	796
64	Remainder of County.....	550	320	39,165	34,051	2,867	920	763	692	140	15,673	114	2,993
65	Lincoln County.....	417	245	24,693	21,459	1,979	827	680	491	92	7,502	116	2,736
66	Newport.....	114	78	7,726	7,086	708	304	255	163	16	1,804	36	1,018
67	Remainder of County.....	303	167	16,967	14,373	1,271	523	425	328	76	5,698	80	1,718
68	Linn County.....	660	438	55,376	51,230	5,232	1,788	1,504	805	116	13,329	116	3,268
69	Albany.....	232	174	25,745	24,707	2,850	906	771	286	38	5,012	42	1,449
70	Lebanon.....	156	110	13,996	13,242	1,245	443	366	181	24	3,344	22	637
71	Sweet Home.....	86	52	6,156	5,204	473	196	159	117	14	2,352	10	356
72	Remainder of County.....	186	102	9,479	8,077	664	243	208	221	40	2,621	42	826

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
771	214,531	1,002	85,553	938	84,941	1,100	355,201	2,525	143,574	1,359	159,943	545	51,281	2,621	191,743	835	36,492	1
17	1,713	14	851	8	522	14	4,423	29	1,518	13	888	6	(D)	30	1,632	2	(D)	2
6	1,088	13	(D)	5	(D)	14	4,423	21	1,092	12	(D)	3	(D)	25	1,257	...	(D)	3
11	625	1	(D)	3	(D)	8	426	1	(D)	3	72	5	375	2	(D)	4
16	2,239	21	1,156	14	1,203	15	5,399	49	2,899	22	2,982	7	723	42	2,824	9	104	5
10	1,904	21	1,156	10	1,102	12	5,291	30	2,003	19	2,557	6	(D)	29	2,466	2	(D)	6
6	335	4	101	3	108	19	896	3	425	1	(D)	13	358	7	(D)	7
44	3,433	37	1,780	41	2,524	44	15,154	111	5,531	65	6,186	21	2,128	93	5,393	34	322	8
2	(D)	5	114	4	(D)	3	144	3	(D)	1	(D)	2	(D)	...	(D)	9
5	365	5	216	6	333	6	1,101	13	822	5	769	2	(D)	9	(D)	4	14	10
11	1,459	15	1,169	10	1,253	13	7,691	28	1,291	13	1,238	7	808	26	(D)	2	(D)	11
2	(D)	5	98	5	175	6	1,958	9	531	3	470	2	(D)	11	993	12
1	(D)	2	(D)	2	(D)	1	(D)	(D)	2	(D)	13
23	1,441	12	297	13	(D)	15	(D)	56	(D)	40	3,133	9	687	45	2,077	26	242	14
27	2,000	31	1,745	19	1,738	18	5,192	50	2,043	25	2,489	10	729	58	4,094	14	110	15
7	1,361	19	1,332	15	(D)	12	4,341	24	1,028	16	1,845	5	406	43	3,148	6	(D)	16
7	295	12	413	4	(D)	5	(D)	12	508	6	372	3	(D)	10	822	6	48	17
13	344	1	(D)	14	507	3	272	2	(D)	5	124	2	(D)	18
24	1,778	13	329	13	681	15	3,050	36	1,879	27	1,508	10	580	23	1,411	18	136	19
6	702	7	204	7	431	8	1,673	8	416	9	674	3	269	16	1,035	8	50	20
18	1,076	6	125	6	250	7	1,377	28	1,463	18	834	7	311	7	376	10	86	21
22	4,550	31	2,140	18	2,039	38	13,321	60	4,519	25	3,750	17	2,119	100	6,114	9	105	22
1	(D)	5	449	5	493	12	4,768	6	547	5	681	4	269	16	953	2	(D)	23
4	3,071	14	883	7	930	16	7,302	19	1,716	6	1,797	6	1,082	32	2,378	3	67	24
4	232	5	369	2	(D)	1	(D)	12	871	4	377	2	(D)	19	1,374	25
13	(D)	7	439	4	(D)	9	(D)	23	1,385	10	895	5	(D)	33	1,409	4	(D)	26
4	484	5	420	3	199	13	3,777	11	949	8	774	3	347	16	(D)	2	(D)	27
3	(D)	5	420	3	199	10	3,378	8	637	5	653	3	347	14	798	2	(D)	28
1	(D)	3	399	3	312	3	121	2	(D)	29
8	911	5	92	4	(D)	8	1,217	22	1,459	9	735	3	251	13	(D)	5	102	30
15	1,858	14	1,250	19	925	24	6,162	53	2,852	32	2,905	9	1,014	40	1,776	10	194	31
10	1,371	9	792	13	775	12	4,227	26	1,814	19	(D)	6	708	22	1,120	8	(D)	32
3	(D)	5	458	6	150	10	(D)	11	488	13	1,591	3	306	11	572	2	(D)	33
2	(D)	2	(D)	16	550	...	(D)	7	84	34
33	4,781	35	3,397	37	2,704	46	13,898	103	6,752	56	5,798	20	1,419	85	5,245	27	843	35
12	3,264	24	2,341	23	1,812	27	9,777	32	2,278	16	2,875	6	573	40	3,299	19	684	36
21	1,417	11	1,056	14	892	19	4,121	71	4,474	40	2,923	14	846	45	1,946	18	159	37
1	(D)	5	121	5	75	7	1,144	5	492	7	1,916	4	154	3	(D)	38
10	844	7	310	2	(D)	11	2,711	14	372	9	570	3	303	12	342	2	(D)	39
5	479	7	145	2	(D)	9	2,305	16	1,213	15	1,131	2	(D)	9	835	40
4	(D)	7	145	2	(D)	9	2,305	9	(D)	15	1,131	2	(D)	9	835	41
1	(D)	7	(D)	42
9	1,106	15	632	10	677	8	1,878	24	1,222	16	1,700	5	350	22	2,496	8	314	43
5	686	11	580	10	677	8	1,878	12	544	10	1,336	4	(D)	13	(D)	8	314	44
4	420	4	52	12	678	6	364	1	(D)	9	(D)	45
30	6,853	34	2,422	41	3,510	48	15,623	101	5,445	71	8,458	20	1,841	119	9,824	50	1,008	46
5	629	4	(D)	13	391	9	2,473	18	1,203	9	668	3	261	15	(D)	4	28	47
19	5,739	29	2,155	19	2,584	31	12,649	40	2,663	27	3,587	13	1,409	73	6,631	38	892	48
6	485	1	(D)	9	535	8	501	43	1,579	35	4,203	4	171	31	(D)	8	88	49
6	338	3	204	2	(D)	5	1,792	8	564	10	1,272	2	(D)	7	(D)	50
16	2,897	16	760	18	1,317	26	6,985	60	3,101	29	4,168	9	1,066	49	3,992	10	90	51
8	2,340	13	698	17	(D)	19	6,080	31	1,712	16	3,476	7	(D)	34	3,281	6	44	52
8	557	3	62	1	(D)	7	905	29	1,389	13	692	2	(D)	15	711	4	46	53
28	5,767	34	3,653	19	1,877	29	10,672	92	5,076	37	5,810	13	1,264	85	6,010	18	377	54
13	4,830	32	(D)	19	1,877	26	10,468	40	2,923	19	4,135	8	944	61	4,455	16	(D)	55
15	937	2	(D)	3	204	52	2,153	18	1,675	5	320	24	1,555	2	(D)	56
5	566	3	219	1	(D)	10	2,281	9	643	10	(D)	4	414	15	326	4	50	57
3	(D)	3	219	1	(D)	8	(D)	4	429	9	1,012	4	414	11	197	4	50	58
2	(D)	2	(D)	5	214	1	(D)	4	129	59
48	16,258	85	7,698	75	8,947	99	29,087	210	13,631	115	12,782	32	3,817	220	17,558	62	919	60
5	681	8	438	10	503	11	3,275	16	1,024	11	914	3	299	7	(D)	1	(D)	61
20	13,330	48	6,109	38	6,705	53	18,597	87	6,212	49	5,860	15	2,475	126	12,657	27	530	62
4	998	20	788	9	726	6	1,896	18	1,517	13	1,501	5	598	29	2,099	11	78	63
19	1,249	9	363	18	1,013	29	5,319	89	4,878	42	4,507	9	445	58	(D)	23	(D)	64
16	706	10	721	19	740	19	3,622	44	4,869	28	1,582	8	529	59	1,616	6	70	65
3	57	5	422	6	309	8	2,058	10	620	8	584	2	(D)	20	676	...	(D)	66
13	649	5	299	13	431	11	1,564	34	4,249	20	998	6	(D)	39	940	6	(D)	67
26	3,590	31	1,844	33	3,608	44	11,062	95	4,715	49	6,003	18	1,715	105	5,969	27	273	68
7	2,001	13	962	17	2,427	15	5,932	24	1,571	21	2,326	7	838	42	3,143	6	84	69
4	911	10	604	12	728	12	3,411	15	892	10	1,080	4	474	33	1,799	10	116	70
4	216	8	278	3	(D)	9	739	11	927	2	(D)	3	272	21	461	1	(D)	71
11	462	1	(D)	8	980	45	1,325	16	(D)	4	131	9	566	10	(D)	72

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Malheur County.....	293	195	27,541	25,497	2,516	940	837	320	41	4,712	53	1,628
2	Nyssa.....	67	51	7,122	6,760	658	242	209	69	12	1,391	11	311
3	Ontario.....	117	83	12,551	11,717	1,249	477	424	131	11	2,290	21	799
4	Remainder of County.....	109	59	7,868	7,020	609	221	204	120	18	1,031	21	518
5	Marion County.....	1,193	747	117,256	108,214	12,147	4,163	3,575	1,358	211	23,143	215	6,923
6	Salem (part).....	688	448	83,507	78,737	9,715	3,304	2,850	783	109	14,254	126	4,635
7	Silverton.....	62	46	4,681	4,373	428	152	131	67	12	1,182	8	241
8	Remainder of County.....	443	253	29,068	25,104	2,004	707	594	508	90	7,707	81	2,047
9	Morrow County.....	83	47	5,886	4,766	434	151	128	100	20	1,347	20	500
10	Multnomah County.....	5,801	3,669	724,018	679,578	89,322	30,478	26,449	6,541	1,117	169,308	1,288	56,186
11	Gresham.....	140	80	15,183	13,999	1,403	431	382	158	20	3,542	16	303
12	Portland.....	5,308	3,298	674,783	632,557	84,698	28,923	25,190	5,988	1,020	151,517	1,171	52,935
13	Remainder of County.....	353	291	34,052	33,022	3,221	1,124	877	395	77	14,249	101	2,948
14	Polk County.....	250	154	17,507	15,687	1,468	555	449	303	51	5,003	45	1,199
15	Dallas.....	88	58	7,211	6,557	710	247	207	106	15	1,513	13	345
16	Salem (part).....	44	22	2,748	2,378	243	84	63	58	9	820	9	193
17	Remainder of County.....	118	74	7,548	6,752	515	224	179	139	27	2,670	23	661
18	Sherman County.....	53	29	3,263	2,417	239	90	82	66	10	657	13	808
19	Tillamook County.....	272	162	19,650	16,942	1,727	564	480	318	51	4,605	53	1,428
20	Tillamook.....	113	79	13,228	12,266	1,340	408	361	122	12	2,425	13	567
21	Remainder of County.....	159	83	6,422	4,676	387	156	119	196	39	2,180	40	861
22	Umatilla County.....	560	388	54,252	50,780	5,714	1,722	1,514	624	97	12,479	106	4,291
23	Hermiston.....	85	59	7,531	7,133	679	250	212	99	13	2,554	21	593
24	Pendleton.....	215	163	29,303	28,415	3,721	1,058	936	224	25	4,939	38	2,044
25	Remainder of County.....	260	166	17,418	15,232	1,314	414	366	301	59	4,986	47	1,654
26	Union County.....	261	149	18,506	16,168	1,644	626	522	301	52	4,709	46	1,347
27	La Grande.....	179	105	14,626	13,234	1,392	505	420	207	34	3,295	34	966
28	Remainder of County.....	82	44	3,880	2,934	252	121	102	94	18	1,414	12	381
29	Wallowa County.....	104	78	8,086	7,506	691	253	225	109	15	1,693	19	515
30	Wasco County.....	240	172	30,311	29,027	3,143	1,019	892	274	32	5,798	44	2,595
31	The Dalles.....	181	137	27,105	26,295	2,926	940	823	198	25	5,350	29	2,013
32	Remainder of County.....	59	35	3,206	2,732	217	79	69	76	7	448	15	582
33	Washington County.....	627	415	60,067	56,073	5,201	1,766	1,486	702	116	17,388	100	2,485
34	Beaverton.....	99	59	10,478	9,810	832	278	230	97	17	4,429	8	270
35	Forest Grove.....	81	57	7,840	7,318	799	272	223	105	13	2,370	9	301
36	Hillsboro.....	119	93	18,110	17,622	1,849	585	506	127	18	3,596	15	495
37	Remainder of County.....	328	206	23,639	21,323	1,721	631	527	373	68	6,993	68	1,419
38	Wheeler County.....	26	10	1,311	879	70	24	21	35	3	330	4	105
39	Yamhill County.....	466	292	32,625	29,573	2,872	982	829	537	91	7,437	77	1,738
40	McMinnville.....	154	120	14,938	14,518	1,565	510	435	171	29	3,069	22	560
41	Newberg.....	95	61	6,828	6,036	511	189	155	115	14	1,301	12	283
42	Remainder of County.....	217	111	10,859	9,019	796	283	239	251	48	3,067	43	895

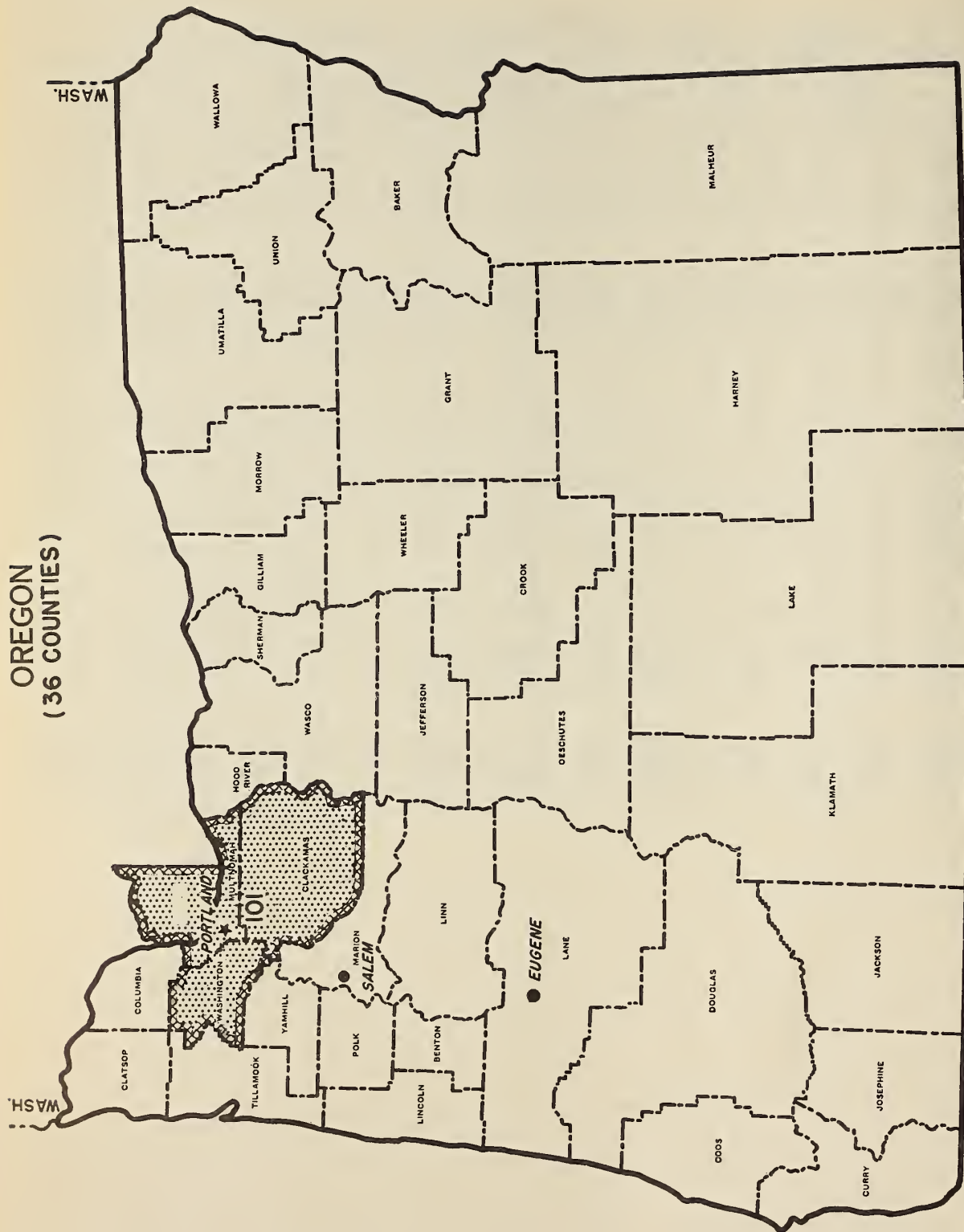
Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹Salem is in Marion and Polk counties.

Payroll, and Personnel

Kind-of-business group — Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matts., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
22	2,183	14	673	17	2,273	18	4,673	39	2,001	34	4,765	8	688	41	(D)	6	(D)	1	
4	503	2	(D)	6	195	4	1,151	7	497	11	1,668	2	(D)	7	691	1	(D)	2	
4	738	11	477	6	1,732	11	2,506	11	548	13	1,337	4	381	23	(D)	2	(D)	3	
14	942	1	(D)	5	346	3	1,016	21	956	10	1,760	2	(D)	11	1,062	3	(D)	4	
41	11,156	72	7,209	63	5,133	69	22,714	166	10,555	88	11,869	31	4,064	188	13,754	49	736	5	
14	9,634	57	6,665	39	3,956	46	19,096	75	7,094	31	5,468	18	3,395	133	8,647	40	663	6	
3	(D)	3	192	2	(D)	6	719	8	393	7	696	4	(D)	9	378	7	
24	(D)	12	352	22	(D)	17	2,899	83	3,068	50	5,705	9	(D)	46	4,729	9	73	8	
2	(D)	4	201	1	(D)	4	(D)	15	610	9	1,449	1	(D)	5	273	2	(D)	9	
162	122,272	316	38,319	301	33,238	290	114,060	671	37,776	297	36,844	181	16,356	798	70,273	380	29,386	10	
4	829	9	686	9	368	9	4,819	16	550	10	1,658	4	432	18	1,084	25	912	11	
150	120,980	304	37,494	275	31,592	271	108,140	603	34,037	253	29,524	169	14,460	743	65,764	349	28,340	12	
8	463	3	139	17	1,278	10	1,101	52	3,189	34	5,662	8	1,464	37	3,425	6	134	13	
13	1,225	11	(D)	16	1,274	12	2,448	42	2,029	20	2,062	9	1,142	28	764	3	(D)	14	
6	(D)	3	90	12	1,091	5	1,453	16	887	5	488	3	(D)	10	232	15	
2	(D)	1	(D)	3	(D)	6	199	4	(D)	2	(D)	8	424	16	
5	326	7	112	4	183	4	(D)	20	943	11	(D)	4	372	10	108	3	(D)	17	
2	(D)	1	(D)	9	444	14	868	4	84	18	
15	1,422	13	613	14	662	15	3,588	38	1,858	25	1,714	8	625	31	3,085	9	50	19	
9	1,120	11	(D)	7	525	12	3,476	14	913	11	942	4	416	17	(D)	3	24	20	
6	302	2	(D)	7	137	3	112	24	945	14	772	4	209	14	(D)	6	26	21	
18	3,030	40	2,033	34	2,058	33	11,229	92	4,369	34	9,756	17	1,506	77	3,451	12	50	22	
2	(D)	7	271	8	523	6	1,537	11	503	5	535	2	(D)	8	394	2	(D)	23	
4	1,944	19	1,320	15	1,097	16	6,239	30	1,770	13	7,204	6	597	45	2,135	4	14	24	
12	(D)	14	442	11	438	11	3,453	51	2,096	16	2,017	9	(D)	24	922	6	(D)	25	
11	1,272	16	1,165	17	1,285	12	3,303	47	2,129	14	1,020	7	(D)	37	1,450	2	(D)	26	
7	1,153	13	(D)	15	(D)	9	(D)	23	1,307	7	665	5	718	30	1,081	2	(D)	27	
4	119	3	(D)	2	(D)	3	(D)	24	822	7	355	2	(D)	7	369	28	
7	604	6	290	6	211	10	1,693	14	722	11	821	6	426	10	1,111	29	
15	2,667	12	814	13	1,281	17	7,804	32	1,933	19	3,411	9	1,081	41	2,812	6	115	30	
6	2,118	11	(D)	11	(D)	15	(D)	19	1,531	15	2,704	8	(D)	38	2,632	4	(D)	31	
9	549	1	(D)	2	(D)	2	(D)	13	402	4	707	1	(D)	3	180	2	(D)	32	
33	2,981	21	1,190	28	2,202	39	13,250	87	4,447	74	7,523	18	1,628	97	6,767	14	206	33	
6	331	5	285	2	(D)	7	1,748	18	659	15	1,160	2	(D)	13	675	6	60	34	
4	689	6	259	8	447	9	1,765	9	431	6	762	4	264	13	552	35	
4	842	5	534	7	615	15	5,636	12	742	16	1,947	5	545	18	3,080	4	78	36	
19	1,119	5	112	11	(D)	8	4,101	48	2,615	37	3,654	7	(D)	53	2,460	4	68	37	
3	(D)	2	(D)	3	384	7	258	2	(D)	2	(D)	38	
17	2,177	19	903	25	1,145	27	7,757	64	2,699	40	3,113	22	1,030	59	4,338	25	288	39	
6	1,308	10	600	9	616	15	4,344	18	944	14	1,620	7	416	22	(D)	2	(D)	40	
4	337	6	201	4	198	7	2,297	11	603	9	467	4	222	18	801	6	118	41	
7	532	3	102	12	331	5	1,116	35	1,152	17	1,026	11	392	19	(D)	17	(D)	42	

OREGON (36 COUNTIES)



LEGEND

● PLACES OF 25,000 TO 100,000. (1950)

★ PLACES OF 100,000 AND OVER (1950)



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STANDARD METROPOLITAN AREA

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PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services)

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

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- ☐ Area Bulletins
- ☐ Subject Bulletins
- ☐ Trade Bulletins
- ☐ Central Business District Bulletins
- ☐ Census Volumes

Wholesale Trade

- ☐ Area Bulletins
- ☐ Subject Bulletins
- ☐ Trade Bulletins
- ☐ Census Volumes

Selected Service Trades

- ☐ Area Bulletins
- ☐ Subject Bulletins
- ☐ Trade Bulletins
- ☐ Census Volumes

- ☐ Public Merchandise Warehouses
- ☐ 1954 Census of Business—Puerto Rico

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
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PRELIMINARY REPORT

1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-38

PENNSYLVANIA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
PENNSYLVANIA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	120,601	72,041	10,782,358	9,883,446	129,317	72,863	8,877,760	7,812,870
Food stores.....	30,968	24,174	2,633,000	2,257,314	41,900	16,082	2,112,733	1,490,966
Eating, drinking places.....	22,976	6,674	830,803	744,040	25,351	16,778	740,196	642,802
General merchandise group.....	4,194	2,522	1,259,094	1,227,501	3,787	2,402	1,258,588	1,246,203
Apparel, accessories stores.....	9,666	7,352	763,376	725,226	10,140	6,924	726,291	681,477
Furniture, home furnishings, appliance dealers.....	6,447	4,133	577,807	537,127	5,833	4,010	476,763	448,572
Automotive group.....	5,093	4,187	1,811,617	1,785,023	5,306	4,577	1,257,694	1,234,342
Gasoline service stations.....	10,743	6,359	566,458	460,654	12,117	6,264	360,576	274,115
Lumber, bldg. matls., hardware, farm equipment dealers..	5,247	3,779	620,793	594,437	5,364	3,982	561,751	539,260
Drug stores, proprietary stores.....	4,010	3,386	293,646	280,392	4,250	2,789	232,467	174,085
Other retail stores.....	14,603	7,887	985,252	893,024	14,818	8,694	951,806	882,222
Nonstore retailers.....	6,654	1,588	440,512	378,708	441	361	198,895	198,826

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Pennsylvania, total.....	120,601	72,041	10,782,358	9,883,446	1,159,568	479,744	387,476	126,027	30,968	2,633,000	22,976	830,803
2	Adams County.....	541	347	40,000	36,448	3,238	1,571	1,184	579	111	7,312	84	2,763
3	Gettysburg.....	187	127	17,366	16,316	1,568	786	589	188	32	3,071	25	1,094
4	Littletown.....	55	45	5,468	5,360	487	199	155	57	6	643	10	402
5	McSherrytown.....	31	17	1,396	1,152	74	45	37	32	10	3,393	6	142
6	Remainder of County.....	266	158	15,770	13,620	1,109	541	403	302	63	3,205	43	1,125
7	Allegheny County.....	14,452	9,464	1,629,634	1,534,530	194,184	76,377	61,177	15,112	4,145	438,418	2,999	131,979
8	Aspinwall.....	35	27	5,471	5,329	533	203	168	27	11	2,156	5	358
9	Avalon.....	37	25	3,575	3,359	329	217	165	39	18	2,174	7	453
10	Belleve.....	65	59	11,703	11,637	1,250	486	382	61	15	6,001	3	93
11	Bethel.....	52	30	3,422	3,060	262	119	104	62	7	1,283	15	493
12	Brackenridge.....	67	33	4,775	4,127	345	135	106	83	25	2,512	19	409
13	Braddock.....	286	204	35,474	33,644	4,760	1,781	1,483	293	79	8,245	74	2,087
14	Brentwood.....	64	60	17,368	17,240	2,056	778	534	69	18	9,023	13	918
15	Bridgeville.....	91	59	9,726	9,258	938	364	301	111	24	2,646	16	416
16	Carnegie.....	246	154	23,749	22,087	2,137	828	694	255	82	8,197	46	1,442
17	Castle Shannon.....	48	34	4,017	3,817	381	129	98	52	7	436	10	201
18	Clairton.....	215	133	20,726	19,160	1,882	806	643	245	54	5,697	44	1,372
19	Coraopolis.....	170	108	16,584	15,218	1,472	632	505	184	37	5,102	39	1,267
20	Crafton.....	51	45	7,019	6,927	598	260	189	52	13	3,904	8	306
21	Dormont.....	112	90	24,846	24,542	2,629	754	651	98	30	3,512	17	1,009
22	Dravosburg.....	38	20	1,837	1,483	231	108	91	46	11	523	12	739
23	Duquesne.....	222	126	14,168	12,392	1,265	538	435	253	82	5,184	54	1,592
24	East McKeesport.....	59	43	5,042	4,764	426	225	171	57	14	2,325	14	601
25	East Pittsburgh.....	Data for these areas combined with Remainder of County.											
26	Edgewood.....	76	36	4,979	4,495	427	211	164	85	21	1,909	10	425
27	Elizabeth.....	25	17	2,957	2,841	299	119	92	23	5	331	5	119
28	Emsworth.....	85	69	16,726	16,444	1,454	406	322	84	24	3,633	21	610
29	Etna.....	40	20	3,034	2,730	287	133	97	45	3	(D)	3	50
30	Forest Hills.....	Data for this area combined with Remainder of County.											
31	Glasport.....	16	14	2,191	(D)	241	102	80	16	3	(D)	3	201
32	Green Tree.....	259	207	32,499	31,609	3,791	1,396	1,152	243	60	8,978	65	2,017
33	Homestead.....	Data for this area combined with Remainder of County.											
34	Ingram.....	4	2	124	(D)	(D)	(D)	(D)	(D)	2	(D)	***	***
35	McDonald (part) ¹	710	476	78,212	73,150	8,891	3,991	3,081	766	220	20,838	142	5,145
36	McKees Rocks.....	284	196	24,470	23,002	2,499	937	750	319	82	9,633	71	2,027
37	Millvale.....	97	67	9,002	8,460	1,005	371	289	102	28	4,117	31	900
38	Mount Oliver.....	132	122	18,211	18,067	1,748	748	538	146	37	5,134	34	1,244
39	Munhall.....	Data for these areas combined with Remainder of County.											
40	North Braddock.....	90	62	8,924	8,368	712	341	239	96	20	2,639	13	720
41	Oakmont.....	76	46	4,265	3,535	320	182	144	89	28	1,398	16	395
42	Pittsford.....	7,304	4,674	903,842	852,918	122,263	47,121	38,170	7,515	2,113	190,023	1,458	79,180
43	Pleasant Hills.....	32	24	10,306	10,170	787	301	252	27	5	4,309	5	769
44	Port Vue.....	16	8	1,841	1,635	89	46	39	18	10	421	3	(D)
45	Rankin.....	Data for this area combined with Remainder of County.											
46	Seawick.....	84	70	10,882	10,584	1,046	404	357	101	18	3,712	18	528
47	Sharsburg.....	Data for these areas combined with Remainder of County.											
48	Springdale.....	117	83	10,434	9,890	840	380	296	111	41	5,792	24	771
49	Swissvale.....	187	133	16,831	15,833	1,805	798	631	189	48	5,754	29	695
50	Tarentum.....	6	4	433	(D)	(D)	(D)	(D)	(D)	***	***	***	***
51	Trafford (part) ²	169	117	16,396	15,538	1,774	685	554	174	48	5,233	43	1,363
52	Turtle Creek.....	71	43	7,400	6,734	652	199	165	80	16	3,377	10	248
53	Verona.....	Data for this area combined with Remainder of County.											
54	West Homestead.....	48	26	2,386	1,924	186	105	69	51	19	1,172	6	210
55	West Mifflin.....	60	42	8,314	8,064	875	294	230	63	22	2,155	6	454
56	West View.....	21	21	4,611	4,611	464	109	95	22	3	1,142	7	266
57	Whitehall.....	23	7	940	732	51	27	18	25	7	363	3	(D)
58	White Oak.....	264	198	34,942	33,830	3,922	1,422	1,122	253	80	9,324	16	812
59	Wilkinsburg.....	Data for this area combined with Remainder of County.											
60	Wilmerding.....	2,302	1,430	184,978	168,630	16,207	7,167	5,499	2,474	655	77,233	561	18,912
61	Remainder of County.....	926	506	59,261	52,145	4,894	2,179	1,827	1,004	204	16,373	149	3,280
62	Armstrong County.....	78	36	4,257	3,563	340	153	135	87	23	1,590	9	176
63	Apollo.....	109	61	7,041	6,177	645	302	235	113	24	1,976	22	441
64	Ford City.....	58	37	4,013	3,707	329	160	143	71	8	857	10	192
65	Freesport.....	211	145	21,634	20,312	2,177	922	792	225	39	5,050	24	951
66	Kittanning.....	98	62	7,734	6,990	686	298	249	103	22	2,377	17	429
67	Leachburg.....	375	165	14,582	11,396	717	354	273	405	88	4,523	67	1,091
68	Remainder of County.....	1,810	1,236	169,205	159,163	16,142	7,102	5,598	1,959	435	46,488	375	10,596
69	Beaver County.....	319	199	31,613	29,627	3,047	1,352	1,060	349	78	9,920	81	1,989
70	Alliquippa.....	309	221	35,246	33,530	3,445	1,456	1,125	312	74	9,440	80	2,048
71	Baden.....	12	10	738	(D)	41	29	21	13	3	(D)	4	142
72	Beaver.....	83	63	13,648	13,224	1,608	643	538	93	17	2,335	8	285
73	Beaver Falls.....	302	226	32,476	31,232	3,311	1,407	1,136	288	68	7,368	42	1,390
74	Ellwood City (part) ³	15	7	409	(D)	23	12	9	17	5	(D)	1	(D)
75	Freedom.....	32	18	1,472	1,364	116	73	62	34	5	234	4	81
76	Midland.....	83	67	7,405	7,205	742	364	299	94	17	2,503	18	520
77	Monaca.....	83	53	5,051	4,515	348	184	142	99	18	1,691	20	453
78	New Brighton.....	147	93	11,292	10,338	781	359	271	166	46	2,837	14	(D)
79	Rochester.....	144	106	15,934	15,316	1,523	662	530	161	29	4,692	26	785
80	Remainder of County.....	281	173	13,921	11,947	1,157	561	405	333	75	4,857	77	2,273
81	Bedford County.....	415	245	38,852	35,970	3,423	1,719	1,415	445	94	6,825	59	4,533
82	Bedford.....	111	71	14,149	13,457	1,342	698	580	117	17	2,180	14	1,548
83	Remainder of County.....	304	174	24,703	22,513	2,081	1,021	835	328	77	4,645	45	2,985

Standard Notes: (D) Withheld to avoid disclosure.
McDonald is in Allegheny and Washington counties.

(NA) Not available. XXX Not applicable. (Z) Less than \$500.

... Represents zero.
Ellwood City is in Beaver and Lawrence counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
4,194	1,259,094	9,666	763,376	6,447	577,807	5,093	1,811,617	10,743	566,458	5,247	620,793	4,010	293,646	14,603	985,252	6,654	440,512	1
31	1,970	28	957	33	1,893	34	8,590	75	3,031	43	4,529	12	959	69	7,339	21	657	2
8	1,011	20	898	18	864	14	5,130	21	883	9	950	5	592	29	2,807	6	66	3
1	(D)	2	(D)	4	(D)	5	1,561	6	248	7	1,505	2	(D)	10	773	2	(D)	4
1	(D)	2	(D)	1	(D)	2	(D)	4	152	3	167	5	***	***	***	2	(D)	5
21	(D)	4	37	10	684	13	(D)	44	1,748	24	1,907	5	(D)	30	3,759	11	(D)	6
313	252,281	1,055	104,124	682	86,792	469	249,359	1,117	79,588	574	79,155	626	54,265	1,466	105,929	1,006	47,744	7
2	(D)	2	(D)	1	(D)	4	1,850	5	434	1	(D)	2	(D)	2	(D)	***	***	8
***	***	1	(D)	***	***	***	***	5	627	1	(D)	4	(D)	1	(D)	***	***	9
4	(D)	6	431	4	524	6	2,006	10	608	2	(D)	5	550	7	458	3	(D)	10
2	(D)	2	(D)	2	(D)	3	(D)	7	569	1	(D)	1	(D)	6	360	6	(D)	11
1	(D)	2	(D)	2	(D)	2	(D)	8	340	2	(D)	2	(D)	4	205	***	***	12
11	2,851	38	3,950	12	4,987	12	7,607	9	820	9	2,070	9	809	30	1,950	3	98	13
1	(D)	5	228	4	574	2	(D)	6	726	3	300	4	455	7	1,083	1	(D)	14
3	177	5	229	2	(D)	9	2,480	6	346	7	(D)	5	322	7	646	7	157	15
5	854	22	1,549	12	847	13	5,590	17	910	13	1,579	7	614	21	(D)	8	(D)	16
1	(D)	1	(D)	2	(D)	2	(D)	6	593	2	(D)	1	(D)	6	(D)	10	329	17
6	577	12	1,339	17	962	16	6,174	18	893	8	1,851	12	710	17	780	11	371	18
2	(D)	15	1,420	8	928	11	2,810	15	800	10	1,496	8	896	21	(D)	4	30	19
***	***	1	(D)	2	(D)	2	(D)	7	399	4	(D)	6	400	2	(D)	6	450	20
3	(D)	6	465	10	2,028	8	14,342	7	764	5	296	4	744	9	(D)	13	262	21
***	***	2	(D)	3	51	***	***	4	352	***	***	1	(D)	5	55	***	***	22
1	(D)	16	672	12	660	5	1,730	13	998	7	1,298	8	607	15	(D)	9	226	23
***	***	4	39	4	318	1	(D)	9	894	4	124	3	196	4	(D)	2	(D)	24
1	(D)	7	451	3	101	4	(D)	10	225	3	256	3	(D)	8	317	6	88	25
***	***	***	***	***	***	2	(D)	3	(D)	4	(D)	1	(D)	3	355	2	(D)	26
1	(D)	10	544	3	221	5	9,498	6	320	4	(D)	5	273	5	945	1	(D)	27
1	(D)	2	(D)	4	(D)	6	(D)	8	652	1	(D)	2	(D)	4	68	6	128	28
***	***	***	***	1	(D)	***	***	4	316	***	***	2	(D)	1	(D)	2	(D)	29
10	1,880	37	2,940	8	1,027	8	9,318	10	723	13	1,652	10	1,123	27	1,655	11	1,186	30
***	***	***	***	***	***	***	***	1	(D)	***	***	***	***	1	(D)	***	***	31
15	8,274	65	11,727	34	7,190	23	9,037	56	3,428	19	5,160	27	2,352	86	4,607	23	34	32
6	522	17	703	16	881	17	5,679	18	1,104	12	1,475	11	708	22	1,471	12	267	33
3	294	3	85	6	391	2	(D)	5	568	2	(D)	2	(D)	11	173	4	104	34
3	(D)	7	426	10	2,047	7	5,787	8	782	2	(D)	8	615	10	721	6	563	35
1	(D)	7	331	6	327	10	2,590	10	611	3	337	4	338	14	779	2	(D)	36
3	(D)	7	232	1	(D)	3	(D)	4	271	2	2	4	285	7	223	1	(D)	37
156	217,971	587	66,033	368	51,755	170	107,883	401	33,891	255	26,892	327	29,083	811	66,167	058	34,454	38
***	***	2	(D)	***	***	3	(D)	6	558	2	(D)	1	(D)	3	53	5	(D)	39
***	***	***	***	***	***	***	***	1	(D)	1	(D)	1	(D)	***	***	***	***	40
3	(D)	9	590	3	352	6	2,362	10	631	3	370	3	505	11	(D)	***	***	41
1	(D)	8	384	2	(D)	1	(D)	8	499	1	(D)	9	541	14	810	8	(D)	42
8	1,524	22	1,591	7	767	7	2,083	19	823	12	2,043	8	666	22	798	5	87	43
***	***	***	***	***	***	1	(D)	***	***	1	(D)	2	(D)	***	***	2	(D)	44
2	(D)	15	1,152	5	1,106	7	2,832	16	932	5	1,636	5	557	15	(D)	8	125	45
***	***	8	184	3	504	1	(D)	11	533	8	603	3	173	6	(D)	5	374	46
***	***	***	***	2	(D)	1	(D)	11	536	1	(D)	1	(D)	1	(D)	2	(D)	47
***	***	2	(D)	6	150	6	3,811	6	589	2	(D)	3	486	7	(D)	***	***	48
***	***	***	***	1	(D)	2	(D)	3	241	***	***	3	373	2	(D)	***	***	49
***	***	***	***	2	(D)	***	***	4	203	***	***	2	(D)	***	***	5	(D)	50
6	1,686	28	2,542	18	1,983	19	11,363	22	1,375	11	1,238	17	1,434	27	2,054	20	1,131	51
51	6,452	72	3,429	76	4,163	62	17,140	304	18,377	128	20,528	80	6,116	184	9,597	129	3,031	52
55	5,714	61	3,394	53	3,086	45	11,263	128	4,446	64	5,019	20	1,501	114	4,640	33	545	53
4	(D)	7	209	4	118	3	(D)	10	293	4	(D)	2	(D)	10	607	2	(D)	54
4	916	8	333	7	694	3	465	10	522	11	769	2	(D)	17	743	1	(D)	55
6	711	5	171	2	(D)	2	(D)	9	217	2	(D)	2	(D)	8	496	1	(D)	56
9	2,546	27	2,073	16	1,071	20	5,043	19	1,292	17	1,944	6	580	28	943	6	141	57
3	93	9	469	6	521	5	1,804	4	168	8	660	4	268	13	755	7	190	58
29	(D)	5	139	18	(D)	12	2,318	76	1,954	22	1,304	4	181	38	1,096	16	132	59
46	141,154	159	12,319	99	11,865	101	31,713	181	10,176	90	11,416	53	4,863	220	11,733	51	3,882	60
14	(D)	24	1,528	14	1,292	13	4,165	32	1,609	8	2,013	9	888	36	(D)	10	580	61
6	1,837	36	3,560	20	3,721	21	7,687	15	932	14	1,411	11	1,150	30	(D)	2	(D)	62
***	***	***	***	***	***	1	(D)	1	(D)	***	***	1	(D)	2	(D)	***	***	63
4	(D)	8	379	9	905	7	3,254	11	793	5	(D)	3	452	11	541	***	***	64
6	3,320	34	3,395	25	2,746	20	8,596	21	1,073	27	1,606	9	843	39	2,005	11	114	65
1	(D)	3	103	***	***	***	***	3	(D)	***	***	***	***	2	(D)	***	***	66
***	***	2	(D)	4	267	***	***	4	386	2	(D)	1	(D)	10	319	***	***	67
2	(D)	10	354	8	792	7	1,247	3	217	1	(D)	3	211	10	631	4	(D)	68
2	(D)	5	181	4	464	***	***	15	645	4	675	2	(D)	13	531	***	***	69
1	(D)	14	1,268	5	646	15	3,335	12	703	11	433	4	353	18	830	7	258	70
2	(D)	19	1,399	5	681	8	3,005	12	839	8	1,069	5	356	23	1,107	7	(D)	71
8	255	4	(D)	5	351	9	(D)	52	2,844	10	740	5	242	26	1,394	10	478	72
26	2,952	21	847	19	806	26	7,770	65	7,303	33	3,530	7	445	53	3,263	12	578	73
3	(D)	7	519	7	329	9	3,209	18	1,938	9	1,277	2	(D)	21	1,667	4	(D)	74
23	(D)	14	328	12	477	17	4,561	47	5,365	24	2,253	5	(D)	32	1,596	8	(D)	75

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total	With payroll	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total	Full workweek		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Berke County.....	3,299	1,973	271,684	247,710	30,278	12,323	9,824	3,421	831	67,324	631	20,704
2	Birdsboro.....	88	30	37,653	3,025	306	112	96	97	28	819	16	259
3	Boyetown.....	104	54	8,699	7,721	814	352	283	105	24	2,278	12	369
4	Hamburg.....	91	57	6,666	6,152	544	238	186	98	18	1,280	17	456
5	Kenhorshtown.....	4	4	256	256	16	11	8	4	2	(D)
6	Kitztown.....	81	53	9,152	8,628	818	316	252	83	15	1,091	14	309
7	Laurelsdale.....	37	21	2,897	2,659	259	109	74	35	16	1,045	6	257
8	Mount Penn.....	24	20	3,391	3,307	305	109	83	25	4	(D)	1	(D)
9	Reading.....	1,716	1,050	157,056	144,942	20,116	7,980	6,339	1,725	482	39,598	319	11,270
10	Shillington.....	73	37	5,068	4,356	445	237	178	67	27	2,531	8	490
11	West Reading.....	73	55	8,005	7,827	1,084	383	324	74	14	2,462	9	601
12	Wyomissing.....	28	16	1,616	1,308	115	54	41	31	6	345	3	(D)
13	Remainder of County.....	980	576	65,113	57,529	5,456	2,422	1,960	1,077	195	14,318	226	6,509
14	Blair County.....	1,437	971	119,518	110,646	12,369	6,018	4,928	1,449	417	32,797	230	6,993
15	Altoona.....	821	575	78,554	73,928	8,941	4,232	3,503	804	264	21,785	134	4,183
16	Bellewood.....	34	22	1,196	930	74	49	33	37	10	566	2	(D)
17	Hollidaysburg.....	110	68	9,091	8,331	762	418	330	102	27	2,313	15	455
18	Roaring Spring.....	39	25	2,677	2,317	264	128	106	38	10	834	2	(D)
19	Tyrone.....	162	108	11,888	11,030	1,136	590	488	165	45	3,941	28	1,019
20	Remainder of County.....	271	173	16,112	14,110	1,192	601	468	303	61	3,358	49	1,257
21	Bradford County.....	614	386	45,678	41,770	3,626	1,512	1,241	639	133	10,124	86	1,937
22	Athens.....	73	43	5,317	4,769	420	153	132	69	21	1,443	8	212
23	Sayre.....	113	83	8,921	8,515	874	374	311	113	22	2,103	18	396
24	Towanda.....	114	80	7,141	6,609	624	312	240	109	15	2,426	24	415
25	Remainder of County.....	314	180	24,299	21,877	1,708	673	558	348	75	4,152	36	914
26	Bucks County.....	2,134	1,238	198,138	180,176	17,909	7,326	5,689	2,327	444	49,871	355	16,236
27	Bristol.....	268	162	25,340	22,888	2,374	882	756	298	62	6,891	35	1,734
28	Doylestown.....	137	101	17,728	17,174	1,955	733	587	152	19	4,092	19	781
29	Morrisville.....	106	72	13,003	12,547	1,320	490	399	98	22	3,139	22	1,537
30	Perkasie.....	102	46	7,744	6,508	484	173	147	115	19	1,637	13	242
31	Quakertown.....	207	127	16,545	15,313	1,480	745	515	224	46	3,615	29	1,760
32	Remainder of County.....	1,314	730	117,778	105,746	10,296	4,303	3,285	1,440	276	30,497	237	10,182
33	Butler County.....	1,078	646	91,253	82,765	8,921	3,991	3,155	1,219	239	20,419	155	6,604
34	Butler.....	466	298	51,004	47,484	5,532	2,454	1,961	495	96	10,335	53	2,954
35	Zelienople.....	58	34	5,307	4,911	487	213	135	68	10	1,356	5	629
36	Remainder of County.....	554	314	34,942	30,370	2,902	1,324	1,059	656	133	8,728	97	3,021
37	Cambria County.....	1,979	1,139	165,184	151,480	18,505	8,074	6,550	2,107	518	41,385	403	10,136
38	Barnesboro.....	85	47	8,157	7,531	663	316	257	96	19	2,427	11	216
39	Cresson.....	58	38	4,780	4,394	414	200	160	56	6	1,316	14	283
40	Dals.....	Data for this area combined with Remainder of County.											
41	East Conemaugh.....	23	17	1,929	1,861	164	77	62	23	7	844	6	116
42	Ebensburg.....	83	55	7,556	7,254	726	334	285	93	10	1,859	18	457
43	Ferrisale.....	Data for these areas combined with Remainder of County.											
44	Gallitzin.....	Data for these areas combined with Remainder of County.											
45	Johnstown.....	827	559	101,439	97,201	13,050	5,719	4,650	838	241	22,561	167	5,839
46	Nanty Glo.....	55	27	4,342	3,276	182	127	98	67	19	1,173	8	166
47	Patton.....	77	29	3,722	3,052	279	94	83	84	14	1,124	7	112
48	Portage.....	83	49	4,596	4,078	421	230	189	81	24	1,820	11	129
49	South Fork.....	44	26	2,485	2,033	140	69	48	45	8	800	7	125
50	Spangler.....	Data for this area combined with Remainder of County.											
51	Westmont.....	13	3	437	285	14	10	6	16	1	(D)
52	Remainder of County.....	629	289	25,741	20,515	1,752	898	712	708	169	(D)	154	2,693
53	Cameron County.....	109	65	7,903	6,827	605	275	210	126	17	2,126	19	796
54	Emporium.....	86	54	6,740	5,996	546	242	184	97	15	(D)	12	668
55	Remainder of County.....	23	11	1,163	841	59	33	26	29	2	(D)	7	128
56	Carbon County.....	678	354	42,812	37,614	4,644	1,716	1,394	677	157	12,065	153	2,476
57	Jim Thorpe.....	55	31	2,150	1,794	157	91	70	54	20	1,022	7	191
58	Laneport.....	94	60	9,538	9,096	1,242	557	476	88	17	1,833	21	371
59	Lewistown.....	158	86	11,664	10,604	1,922	471	372	162	35	3,143	33	527
60	Palmerston.....	107	65	7,645	6,825	599	281	207	97	17	2,541	25	373
61	Summit Hill.....	39	21	2,088	1,662	239	93	82	41	13	1,092	9	147
62	Wentworth.....	38	16	1,336	1,078	87	42	34	38	6	390	11	128
63	Remainder of County.....	187	75	8,391	6,555	398	181	153	197	49	2,044	47	739
64	Centre County.....	661	439	56,071	51,881	5,458	2,649	2,066	649	115	13,619	106	3,837
65	Bellefonte.....	124	80	12,585	11,919	1,184	546	424	122	23	3,609	22	592
66	Philipsburg.....	123	93	10,243	9,825	1,039	523	422	114	15	3,018	16	420
67	State College.....	146	116	18,388	17,944	2,279	1,064	840	136	20	4,082	26	1,664
68	Remainder of County.....	268	150	14,855	12,193	956	516	380	277	57	2,910	42	1,161
69	Chester County.....	1,603	1,225	173,406	162,316	17,055	6,998	5,684	1,915	357	38,384	342	12,688
70	Coatesville.....	252	184	25,905	24,325	2,687	1,126	917	255	57	8,266	35	1,334
71	Doungtown.....	97	59	7,804	7,262	711	292	200	109	22	2,568	20	550
72	Kennett Square.....	101	69	10,374	9,730	1,014	437	373	112	12	2,282	17	660
73	Oxford.....	103	73	12,223	11,247	1,015	443	358	98	15	2,638	20	508
74	Parkesburg.....	32	24	3,423	3,209	215	99	69	34	6	1,058	5	126
75	Phoenixville.....	210	140	20,104	18,684	2,089	833	668	210	54	5,132	33	1,309
76	Spring City.....	47	25	2,268	1,952	200	99	78	48	12	626	5	166
77	West Chester.....	305	223	38,804	37,212	3,926	1,472	1,253	326	57	9,060	57	1,989
78	Remainder of County.....	656	428	52,501	48,695	4,998	2,197	1,768	723	122	8,734	146	5,846
79	Clarion County.....	492	270	31,253	26,949	2,196	1,152	882	562	103	7,235	75	1,829
80	Clarion.....	116	76	11,344	10,602	806	441	327	136	19	2,171	16	524
81	Remainder of County.....	376	194	19,909	16,347	1,390	711	555	426	84	5,164	59	1,305

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXXX Not applicable. (Z) Less than \$500. ... Represents zero.

BY COUNTIES: CITIES OF 2,500 INHABITANTS OR MORE—Continued

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Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
105	23,238	230	18,689	203	15,557	144	49,768	228	13,637	125	17,442	73	5,764	426	28,377	250	11,184	1
2	(D)	1	(D)	3	372	5	(D)	12	226	5	204	1	(D)	9	(D)	6	32	2
7	297	7	368	3	393	11	2,257	12	247	3	(D)	2	(D)	20	935	3	45	3
4	295	6	265	7	219	8	1,964	8	567	7	855	2	(D)	12	578	2	(D)	4
...	1	(D)	1	(D)	5
4	181	5	116	3	(D)	10	3,987	5	225	7	1,320	1	(D)	12	1,544	5	99	6
1	(D)	1	(D)	1	(D)	2	(D)	1	(D)	1	(D)	5	(D)	3	83	7
2	(D)	2	(D)	1	(D)	8	444	1	(D)	2	(D)	2	(D)	1	(D)	8
38	19,269	176	16,773	102	9,555	46	24,047	107	5,780	39	7,773	46	3,682	239	12,790	122	6,519	9
...	...	8	310	12	245	3	358	2	(D)	1	(D)	10	711	2	(D)	10
...	...	9	416	9	459	1	(D)	8	580	4	22	3	236	11	1,066	5	(D)	11
...	...	3	(D)	3	108	2	(D)	1	(D)	6	229	4	92	12
47	3,060	14	283	60	3,362	62	15,132	112	4,884	54	5,293	13	601	100	8,436	97	3,235	13
40	13,679	82	7,109	73	7,299	73	22,388	172	7,811	70	6,695	39	2,850	174	8,519	67	2,378	14
18	10,477	56	5,958	39	5,511	32	13,302	80	4,231	28	3,271	24	1,874	92	4,684	54	3,278	15
1	(D)	1	(D)	3	65	9	248	1	(D)	1	(D)	6	77	16
5	1,310	4	220	6	220	8	2,376	14	532	11	406	3	331	15	(D)	2	(D)	17
2	(D)	2	(D)	3	711	7	170	4	289	2	(D)	6	121	1	(D)	18
6	780	15	646	8	536	10	2,455	19	784	7	834	5	330	18	(D)	1	(D)	19
8	764	6	(D)	15	(D)	20	3,544	43	1,846	19	(D)	4	200	37	2,170	9	60	20
48	2,874	40	1,890	31	1,864	48	12,164	67	2,538	45	3,055	15	921	83	7,629	18	682	21
1	(D)	5	94	3	156	7	1,948	10	362	3	428	1	(D)	8	(D)	6	24	22
8	(D)	15	802	6	689	6	2,023	9	459	4	135	4	(D)	16	(D)	5	279	23
9	642	12	698	10	625	5	464	13	540	8	472	5	321	9	462	4	76	24
30	1,521	8	296	12	394	30	7,729	35	1,177	30	2,020	5	231	50	5,562	3	303	25
85	9,070	162	6,997	137	9,716	99	38,842	223	12,042	124	19,211	49	4,967	296	24,199	160	6,987	26
8	861	28	1,412	25	2,404	15	5,950	19	961	17	1,564	9	675	37	2,348	13	540	27
4	(D)	17	1,129	10	730	10	4,721	17	876	12	2,094	5	496	22	1,925	2	(D)	28
4	898	12	301	4	(D)	5	3,500	7	611	6	1,086	4	591	13	700	7	(D)	29
2	(D)	6	195	5	(D)	4	469	10	455	1	(D)	2	(D)	22	2,614	18	550	30
13	758	22	843	16	1,134	13	4,699	18	969	11	1,119	4	280	31	1,328	40	31	31
54	5,543	77	3,117	77	4,656	52	19,503	152	8,170	77	(D)	25	(D)	171	15,284	116	5,500	32
37	8,882	63	4,443	60	4,032	65	18,914	169	8,952	75	6,680	24	2,178	146	9,081	45	1,068	33
10	7,344	43	4,031	31	2,976	34	9,762	68	3,825	24	2,115	10	1,251	71	5,759	26	652	34
2	(D)	9	167	3	(D)	6	1,056	7	1,094	5	138	2	(D)	9	455	35
25	(D)	11	245	26	(D)	25	8,096	94	4,033	46	4,427	12	(D)	66	2,867	19	416	36
70	31,250	122	8,317	71	6,827	107	28,967	246	9,545	100	9,968	45	3,082	185	11,250	112	4,457	37
3	(D)	12	566	7	857	6	2,434	3	(D)	3	121	2	(D)	17	467	2	(D)	38
1	(D)	6	279	2	(D)	3	908	7	549	3	259	1	(D)	11	(D)	4	88	39
...	1	(D)	1	(D)	40
3	(D)	7	410	3	(D)	15	2,362	11	406	5	840	2	(D)	4	327	2	(D)	41
...	42
14	26,084	71	6,221	32	4,439	33	15,070	98	3,860	41	5,899	22	2,025	87	5,683	51	3,758	43
1	(D)	6	213	9	1,841	4	138	2	(D)	1	(D)	5	409	44
2	(D)	5	125	...	144	5	1,160	8	235	6	367	3	54	6	(D)	16	126	47
6	857	6	192	4	134	5	518	7	162	5	199	3	77	9	(D)	3	(D)	48
2	(D)	2	(D)	2	(D)	2	(D)	11	501	1	(D)	4	43	5	(D)	49
2	(D)	2	(D)	2	(D)	50
36	2,593	7	(D)	15	238	26	4,102	125	3,391	34	1,996	5	232	34	2,689	24	136	51
4	293	13	666	4	374	6	1,220	16	768	5	669	3	(D)	17	698	5	(D)	52
4	293	13	666	3	(D)	5	(D)	6	313	5	669	3	(D)	17	698	3	95	54
...	1	(D)	1	(D)	10	455	2	(D)	55
29	6,337	31	1,465	37	2,242	43	8,136	68	2,144	16	3,252	20	793	87	3,360	37	542	56
3	174	2	(D)	1	(D)	1	(D)	4	113	1	(D)	2	(D)	10	229	4	14	57
5	(D)	12	750	5	648	7	1,254	9	176	2	(D)	3	157	10	462	3	50	58
2	(D)	5	175	15	917	14	3,396	9	469	5	927	5	198	24	417	11	(D)	59
5	646	9	341	7	321	7	1,580	15	578	4	406	3	(D)	13	690	2	(D)	60
1	(D)	2	(D)	3	92	61
4	136	1	(D)	1	(D)	3	(D)	4	26	1	(D)	3	81	5	587	3	32	61
9	292	2	(D)	6	201	11	1,552	24	690	3	(D)	1	(D)	21	859	14	238	62
18	3,235	57	3,436	39	2,455	47	10,732	101	4,478	40	6,172	16	1,772	84	5,251	38	1,084	63
4	(D)	11	(D)	8	864	9	2,195	15	575	7	1,003	4	399	16	956	5	528	64
3	1,063	19	972	11	723	7	1,118	14	675	14	1,187	7	460	12	483	5	124	65
2	(D)	24	1,536	5	437	9	3,222	16	918	6	3,125	4	(D)	29	1,842	5	114	67
9	491	3	(D)	15	431	22	4,197	56	2,310	13	857	1	(D)	27	1,970	23	318	68
60	7,728	142	8,902	122	12,674	104	31,757	197	10,642	83	16,947	57	4,726	262	26,292	77	2,666	69
9	1,510	34	2,267	21	4,138	11	4,216	20	1,394	5	664	10	986	35	2,172	11	758	70
4	165	8	302	7	180	6	2,014	9	457	2	(D)	5	372	11	848	3	(D)	71
3	228	15	863	6	371	9	3,259	7	371	4	924	3	365	19	1,008	6	43	72
4	(D)	8	601	5	458	14	3,783	8	342	6	893	4	(D)	16	2,031	3	25	73
1	(D)	1	(D)	1	(D)	1	(D)	5	182	74
6	1,058	23	1,485	15	1,258	12	4,193	23	1,145	7	1,635	10	832	23	(D)	4	(D)	75
...	...	2	(D)	2	(D)	2	(D)	6	180	1	(D)	4	94	7	(D)	6	78	76
11	2,838	36	2,528	28	3,355	19	7,945	20	1,306	18	4,148	5	840	45	4,243	9	552	77
22	1,169	15	753	37	2,716	30	6,167	99	5,295	40	8,381	15	910	99	11,844	31	686	78
28	2,307	22	1,403	36	1,531	34	9,316	63	1,940	49	2,540	11	631	58	2,266	13	155	79
2	(D)	9	940	9	390	12	3,724	12	503	13	683	3	234	15	(D)	6	93	80
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Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group					
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places		
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
1	Clearfield County.....	925	545	64,602	57,698	6,157	2,934	2,301	939	237	16,774	131	3,159	
2	Clearfield.....	174	132	19,689	18,775	2,346	1,102	839	164	34	4,400	23	902	
3	Curwensville.....	60	36	3,336	2,982	257	150	114	66	16	1,063	6	169	
4	Du Bois.....	235	161	20,656	19,272	2,294	1,064	852	237	65	5,485	36	940	
5	Remainder of County.....	456	216	20,921	16,669	1,260	618	496	472	122	5,826	66	1,148	
6	Clinton County.....	432	254	31,114	28,176	3,095	1,354	1,069	441	100	8,642	81	1,814	
7	Lock Haven.....	205	139	20,918	19,922	2,401	1,018	811	192	36	5,443	35	943	
8	Renovo.....	56	34	3,423	3,039	256	124	92	58	14	1,427	10	245	
9	Remainder of County.....	171	81	6,773	5,215	438	212	166	191	50	1,772	36	626	
10	Columbia County.....	712	382	47,029	42,065	4,017	1,925	1,504	714	174	13,171	126	2,678	
11	Berwick.....	227	133	17,940	16,514	1,418	657	533	239	57	4,518	36	711	
12	Bloomsburg.....	227	135	16,618	15,282	1,623	782	593	217	40	4,086	43	874	
13	Ashland (part).....	6	...	64	(0)	2	(0)	
14	Remainder of County.....	252	114	12,407	10,259	976	486	378	(D)	75	(D)	47	1,093	
15	Crawford County.....	948	628	74,348	68,006	7,090	3,106	2,510	1,011	187	18,081	163	4,364	
16	Meadville.....	346	230	33,523	31,033	3,641	1,572	1,289	352	69	8,560	53	1,757	
17	Titusville.....	155	113	15,265	14,619	1,374	652	516	162	32	4,177	18	530	
18	Remainder of County.....	447	285	25,560	22,354	2,075	882	705	497	86	5,344	92	2,077	
19	Cumberland County.....	1,028	682	99,627	91,599	9,674	4,302	3,315	1,050	215	24,640	156	7,337	
20	Camp Hill.....	71	35	7,259	6,167	553	248	193	75	18	4,029	7	315	
21	Carlisle.....	302	218	32,572	30,796	3,525	1,491	1,231	303	45	6,531	42	1,970	
22	Lamoyne.....	77	53	13,876	13,246	1,393	467	396	73	16	2,241	10	612	
23	Mechanicsburg.....	139	83	11,531	10,205	1,194	586	414	135	33	2,996	25	1,515	
24	New Cumberland.....	60	42	5,360	5,086	466	185	131	66	11	1,940	8	298	
25	Shippensburg (part).....	91	71	8,532	7,982	876	451	316	90	16	2,680	15	580	
26	Remainder of County.....	288	180	20,497	18,117	1,667	874	634	308	76	4,223	49	2,047	
27	Dauphin County.....	2,424	1,536	257,277	241,073	31,715	12,991	10,856	2,436	626	47,133	483	21,533	
28	Harrisburg.....	1,367	971	187,213	179,493	25,508	10,134	8,685	1,295	305	30,062	292	14,436	
29	Higheysville.....	41	23	4,062	3,654	377	185	113	50	10	543	8	720	
30	Hummelstown.....	79	37	4,812	4,114	430	202	121	81	22	1,064	6	192	
31	Lykens.....	53	25	2,893	2,585	256	115	97	52	13	778	15	194	
32	Middletown.....	153	85	9,648	8,508	755	370	270	159	46	2,838	29	650	
33	Millersburg.....	74	42	4,836	4,388	391	165	137	87	20	1,195	6	(D)	
34	Penbrook.....	32	22	2,688	2,498	343	130	100	34	11	974	2	(0)	
35	Steelton.....	130	76	8,213	6,971	654	279	217	147	44	2,257	28	681	
36	Remainder of County.....	495	255	32,912	28,862	3,001	1,411	1,116	531	155	7,402	97	4,323	
37	Delaware County.....	3,911	2,503	444,527	417,863	45,600	17,979	13,928	4,086	839	126,187	806	35,763	
38	Aldan.....	21	9	1,133	915	135	45	36	20	6	(D)	1	(0)	
39	Chesster.....	980	624	107,235	100,271	11,890	4,636	3,781	1,081	253	33,324	259	9,308	
40	Clifton Heights.....	96	68	13,463	12,837	874	454	318	107	23	7,465	24	789	
41	Collingdale.....	95	47	9,263	8,191	957	274	201	95	24	2,331	18	664	
42	Darby.....	161	117	24,090	23,124	2,733	983	738	157	28	8,581	27	949	
43	East Lansdowne.....	Data for this area combined with Remainder of County.												
44	Eddystone.....	35	19	1,778	1,428	172	82	61	39	12	324	11	453	
45	Glenolden.....	56	38	5,245	4,837	562	200	167	56	8	575	9	329	
46	Lansdowne.....	Data for this area combined with Remainder of County.												
47	Marcus Hook.....	83	69	5,743	5,243	606	281	251	96	18	1,001	39	1,626	
48	Media.....	150	108	20,047	19,259	1,986	753	628	159	27	4,652	23	1,692	
49	Norwood.....	26	18	2,683	2,535	239	116	95	32	6	(0)	5	398	
50	Prospect Park.....	68	40	5,720	5,092	489	173	127	84	12	3,333	11	485	
51	Ridley Park.....	37	29	2,903	2,821	240	116	76	40	4	1,140	9	198	
52	Sharon Hill.....	43	23	2,070	1,412	122	73	56	40	21	1,136	4	174	
53	Swarthmore.....	42	36	4,847	4,751	547	262	206	45	9	1,327	5	399	
54	Upland.....	18	8	1,088	930	78	30	20	18	13	878	2	(0)	
55	Yeadon.....	53	27	3,070	2,558	227	103	57	58	13	1,482	8	213	
56	Remainder of County.....	1,847	1,223	234,149	221,659	23,743	9,398	7,110	1,959	362	59,563	351	18,034	
57	Elk County.....	389	237	28,953	25,639	2,718	1,217	928	414	94	10,067	63	1,498	
58	Johnsontown.....	63	49	3,789	3,557	335	179	129	61	15	1,539	10	290	
59	Ridgway.....	82	64	8,117	7,793	851	378	296	97	16	2,296	13	362	
60	St. Marys.....	135	89	11,939	10,707	1,250	528	405	139	32	3,651	15	434	
61	Remainder of County.....	109	35	5,108	3,582	282	132	98	117	31	2,581	25	412	
62	Erie County.....	2,503	1,531	252,702	231,784	27,271	10,790	8,393	2,728	586	60,293	497	17,013	
63	Corry.....	158	102	11,466	10,590	1,015	408	333	169	29	3,287	17	499	
64	Erie.....	1,723	1,025	189,675	174,295	22,308	8,752	6,796	1,824	428	46,564	350	12,746	
65	North East.....	77	59	7,776	7,296	561	245	191	92	16	1,902	14	447	
66	Union City.....	76	40	4,723	4,075	387	163	121	81	13	1,403	14	338	
67	Wesleyville.....	53	33	2,500	2,156	237	103	84	62	15	475	7	247	
68	Remainder of County.....	416	272	36,562	33,372	2,763	1,119	868	500	85	6,662	95	2,736	
69	Fayette County.....	1,817	1,099	138,825	126,281	14,124	6,055	5,141	1,901	478	39,629	392	9,300	
70	Brownsville.....	136	96	12,509	11,957	1,252	562	494	138	36	3,557	18	550	
71	Connellsville.....	250	152	21,124	19,340	2,168	1,030	862	255	65	6,215	41	1,225	
72	Mason town.....	89	57	7,284	(D)	553	245	205	106	25	2,555	11	(D)	
73	South Connellsville.....	10	8	382	(D)	31	25	13	9	5	220	1	(0)	
74	Uniontown.....	508	336	53,024	50,434	6,403	2,576	2,189	483	107	12,068	113	2,655	
75	Remainder of County.....	824	450	44,502	37,624	3,717	1,617	1,378	910	240	15,014	208	4,532	
76	Forrest County.....	62	32	3,370	2,978	214	101	91	68	13	652	12	298	
77	Franklin County.....	905	601	81,257	75,621	7,488	3,361	2,661	912	211	16,304	115	3,842	
78	Chambersburg.....	376	252	38,673	36,399	3,946	1,729	1,377	377	72	7,212	49	1,572	
79	Greencastle.....	72	42	4,741	4,335	305	142	108	82	18	721	7	289	
80	Shippensburg (part).....	14	10	1,856	1,794	179	60	53	13	5	328	2	(0)	
81	Waynesboro.....	178	132	18,166	17,216	1,642	782	596	164	45	4,614	20	630	
82	Remainder of County.....	265	165	17,821	15,877	1,416	648	527	276	71	3,429	37	(D)	

Standard Notes: (D) Withheld to avoid disclosure.
*Ashland is in Columbia and Schuylkill counties.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

*Shippensburg is in Cumberland and Franklin counties.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
53	6,683	57	4,829	53	3,483	64	11,976	135	4,421	43	3,885	12	1,312	105	6,743	35	1,337	1	
5	2,001	17	1,850	8	1,016	17	4,643	21	1,186	12	1,814	4	532	23	1,075	10	270	2	
...	...	6	422	1	(D)	7	405	5	214	5	429	1	(D)	9	(D)	4	48	3	
10	2,819	23	1,791	20	1,489	13	3,249	20	997	9	1,058	4	499	26	1,500	9	829	4	
38	1,863	11	766	24	(D)	27	3,679	89	2,024	17	584	3	(D)	47	(D)	12	190	5	
20	3,361	24	1,807	24	1,849	35	6,061	52	2,306	24	2,544	10	714	48	1,775	14	241	6	
6	2,743	18	1,705	17	1,660	24	4,464	15	691	5	1,287	6	553	38	1,368	5	61	7	
4	285	5	(D)	4	162	1	(D)	7	482	2	(D)	2	(D)	5	166	2	(D)	8	
10	353	1	(D)	3	27	10	(D)	30	1,153	17	(D)	2	(D)	5	241	7	(D)	9	
40	4,273	63	2,846	40	1,713	43	8,465	63	2,554	30	3,747	16	1,312	86	5,789	31	481	10	
11	1,762	27	1,482	16	429	17	4,472	11	502	8	583	6	601	29	2,700	9	180	11	
11	1,941	27	1,195	10	727	19	2,349	14	(D)	13	2,120	2	(D)	39	2,025	9	148	12	
2	(D)	2	(D)	13	
16	(D)	9	169	14	557	7	1,644	36	1,264	9	1,044	8	(D)	18	1,064	13	153	14	
25	5,475	69	4,306	61	3,488	59	13,863	119	4,694	90	7,913	16	1,411	131	8,991	28	1,762	15	
6	3,767	35	3,166	32	2,080	23	6,282	42	1,694	22	2,534	5	723	48	2,248	11	712	16	
3	1,007	21	853	13	590	11	3,550	15	728	8	381	3	(D)	28	2,260	3	(D)	17	
16	701	13	287	16	818	25	4,031	62	2,272	60	4,998	8	(D)	55	4,483	14	(D)	18	
34	4,574	66	3,895	65	4,369	62	21,948	138	8,774	53	9,163	33	2,502	151	11,319	55	1,106	19	
2	(D)	1	(D)	5	599	14	871	4	484	3	369	9	234	...	319	20	
8	2,829	37	2,406	19	2,120	20	6,169	35	1,589	16	3,962	11	962	58	3,857	11	177	21	
4	64	1	(D)	4	383	8	7,802	10	517	2	(D)	3	182	11	1,217	8	122	22	
5	520	2	344	12	401	8	2,294	16	907	6	1,287	4	282	13	909	9	76	23	
1	(D)	5	444	5	307	2	(D)	9	535	3	130	4	384	6	114	6	216	24	
7	753	9	530	6	544	4	652	8	435	10	963	2	(D)	13	1,145	1	(D)	25	
7	317	5	(D)	19	614	15	(D)	46	3,920	12	(D)	6	(D)	41	3,843	12	(D)	26	
66	36,742	187	21,283	128	13,331	111	49,329	212	13,777	67	12,998	102	8,217	324	21,619	118	11,315	27	
31	33,946	144	19,362	74	9,716	54	30,940	108	7,157	36	9,557	69	6,653	176	15,303	78	10,081	28	
1	(D)	7	1,986	6	641	1	(D)	4	26	3	(D)	29	
1	(D)	4	(D)	8	563	3	(D)	6	354	3	655	3	156	17	968	6	80	30	
2	(D)	2	(D)	3	423	1	(D)	4	249	2	(D)	3	84	6	(D)	2	(D)	31	
2	(D)	11	571	6	(D)	7	2,071	10	633	5	202	6	370	25	1,194	6	285	32	
3	102	7	240	9	206	7	(D)	7	125	2	(D)	2	(D)	11	280	33	
2	(D)	4	75	1	(D)	1	(D)	6	362	2	(D)	2	(D)	1	(D)	34	
3	(D)	8	483	4	264	7	1,975	6	362	2	(D)	6	315	17	875	5	277	35	
21	1,854	7	275	23	1,136	24	9,099	58	3,894	15	1,564	10	338	67	2,469	18	498	36	
101	40,125	289	28,530	195	17,284	139	74,992	324	25,312	178	26,622	200	15,325	517	38,394	223	15,993	37	
...	3	(D)	2	(D)	2	(D)	7	524	38	
27	9,551	90	10,077	52	6,336	28	13,935	40	3,581	31	3,613	44	2,529	131	7,928	25	7,053	39	
1	(D)	6	239	4	203	6	2,183	8	540	5	319	6	352	12	(D)	1	(D)	40	
4	69	6	738	3	3,401	10	369	7	619	5	329	13	559	5	184	41	
3	(D)	2	2,698	13	447	8	3,308	12	1,007	8	631	9	680	25	2,186	4	(D)	42	
3	(D)	1	(D)	1	(D)	2	(D)	1	(D)	1	(D)	3	38	43	
...	...	3	108	2	(D)	2	(D)	11	849	3	975	5	266	6	59	7	208	44	
2	(D)	9	678	3	450	1	(D)	1	(D)	2	(D)	3	126	5	1,056	45	
6	425	16	839	6	620	10	6,789	17	1,281	7	1,040	9	692	28	(D)	1	(D)	46	
1	(D)	3	(D)	...	(D)	5	247	1	(D)	1	(D)	4	300	47	
2	(D)	7	347	5	567	7	1,547	4	302	2	(D)	5	233	11	961	2	(D)	48	
2	(D)	2	(D)	1	(D)	4	227	1	(D)	4	372	6	752	4	32	49	
...	3	76	10	454	1	(D)	3	(D)	1	(D)	50	
1	(D)	3	128	3	(D)	3	1,528	6	356	2	(D)	2	(D)	8	387	51	
...	2	(D)	1	(D)	52	
...	5	313	(D)	7	311	12	499	3	...	53
49	27,672	127	13,236	96	7,358	68	40,363	184	15,052	105	18,282	93	8,629	245	20,254	167	5,706	...	54
14	1,691	32	2,057	31	1,590	23	5,238	58	1,805	20	2,436	6	767	41	1,586	7	218	55	
2	(D)	7	252	4	270	4	285	9	290	2	(D)	1	(D)	8	273	1	(D)	56	
3	554	9	768	6	374	7	1,619	9	401	5	610	2	(D)	12	480	57	
3	(D)	16	1,037	15	757	9	2,636	9	451	11	1,348	3	(D)	18	810	4	50	58	
6	384	6	189	3	498	31	663	2	(D)	3	23	2	(D)	59	
72	29,383	183	15,814	120	13,357	124	50,721	244	14,066	148	19,629	66	6,241	319	19,157	144	7,026	...	60
4	(D)	16	577	12	541	14	2,725	15	(D)	9	673	3	317	24	1,150	15	120	61	
37	27,098	134	13,583	79	11,384	68	32,077	163	9,054	90	14,873	50	4,873	211	11,520	113	5,903	...	62
5	577	6	427	3	201	5	1,965	4	270	6	782	2	(D)	14	1,024	2	(D)	63	
4	95	7	735	5	47	6	1,094	4	159	6	312	4	257	13	683	64	
3	98	4	177	5	268	1	(D)	2	(D)	3	270	2	(D)	9	401	2	(D)	65	
19	(D)	16	715	16	915	30	(D)	56	3,373	34	2,719	5	492	48	4,379	12	931	...	66
94	23,389	123	7,330	77	7,414	111	20,916	183	8,589	90	9,247	39	3,802	151	7,590	79	1,619	...	67
4	(D)	17	1,231	7	666	12	3,085	7	430	5	226	6	464	14	846	10	126	...	68
9	2,964	25	1,765	12	993	19	3,944	17	890	15	647	8	836	28	1,343	11	302	...	69
4	(D)	9	435	9	563	6	1,860	11	(D)	6	368	1	(D)	7	380	70	
...	1	(D)	1	(D)	2	(D)	...	71
25	11,041	51	3,482	28	4,176	37	6,406	36	2,377	24	5,104								

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Fulton County.....	120	72	6,954	5,934	519	271	205	130	23	1,075	22	1,077
2	Greene County.....	402	234	24,975	22,233	1,971	943	822	446	97	6,437	67	1,567
3	Waynesburg.....	142	92	12,906	12,106	1,163	559	484	148	23	3,557	15	619
4	Remainder of County.....	260	142	12,069	10,127	808	384	338	298	74	2,880	52	948
5	Huntingdon County.....	405	257	27,119	24,745	2,418	1,179	934	406	86	7,486	60	1,546
6	Huntingdon.....	172	132	15,376	14,838	1,481	745	586	173	24	3,556	22	695
7	Mount Union.....	76	48	5,079	4,587	467	192	161	73	16	1,819	9	166
8	Remainder of County.....	157	77	6,664	5,320	470	242	187	160	46	2,111	29	685
9	Indiana County.....	800	434	56,260	50,562	5,074	2,403	1,959	808	174	14,974	118	2,824
10	Blairsville.....	113	75	8,887	8,389	729	352	260	110	27	2,380	12	347
11	Clymer.....	42	22	1,914	1,672	152	80	65	41	5	(D)	6	151
12	Indiana.....	271	183	28,572	27,204	3,085	1,441	1,186	257	47	5,102	30	1,121
13	Remainder of County.....	374	154	16,887	13,297	1,108	530	448	400	95	(D)	70	1,205
14	Jefferson County.....	562	324	39,287	34,783	3,523	1,664	1,352	594	136	10,920	57	1,523
15	Brookway.....	48	28	2,753	2,263	199	109	80	51	16	1,110	8	235
16	Brookville.....	109	69	10,689	10,119	1,113	498	439	116	14	2,441	6	264
17	Punxsutawney.....	180	112	14,675	13,575	1,420	702	537	185	37	4,164	22	529
18	Reynoldsville.....	64	40	4,798	4,148	391	173	149	67	17	1,394	5	164
19	Remainder of County.....	161	75	6,372	4,678	400	182	147	175	52	1,811	16	331
20	Juniata County.....	162	84	10,907	9,291	665	299	231	187	38	1,908	23	471
21	Lackawanna County.....	3,463	1,723	223,734	197,270	23,055	9,815	8,262	3,467	1,044	60,752	789	17,562
22	Archbald.....	88	26	2,824	2,022	195	81	77	86	31	878	27	377
23	Blakely.....	Data for this area combined with Remainder of County.											
24	Carbondale.....	266	144	17,396	15,876	1,475	669	562	252	67	4,778	56	1,076
25	Clarke Summit.....	64	46	5,800	5,446	511	199	170	54	8	1,888	10	364
26	Dickson City.....	131	39	4,801	3,663	271	118	99	136	48	1,965	36	488
27	Dunmore.....	204	94	11,662	9,750	809	311	249	220	48	3,768	56	1,127
28	Jermyn.....	Data for this area combined with Remainder of County.											
29	Moosic.....	42	20	1,571	1,233	137	56	44	41	13	289	13	288
30	Old Forge.....	128	52	5,033	3,903	306	148	117	132	59	2,450	19	375
31	Olyphant.....	156	68	6,066	4,816	400	217	161	168	46	2,047	40	441
32	Scranton.....	1,706	992	142,692	132,692	17,386	7,299	6,225	1,669	511	33,151	332	10,541
33	Taylor.....	79	31	2,942	1,822	181	83	69	78	29	1,233	16	323
34	Throop.....	63	19	2,067	1,513	118	57	47	62	25	639	20	197
35	Winton.....	Data for this area combined with Remainder of County.											
36	Remainder of County.....	536	192	21,156	16,534	1,266	577	442	569	159	7,666	164	1,965
37	Lancaster County.....	2,860	1,856	268,262	249,312	27,873	11,683	8,842	2,937	692	54,301	435	15,613
38	Columbia.....	171	101	11,047	10,011	1,014	456	344	160	46	3,437	29	658
39	Elizabethtown.....	96	70	10,028	9,414	887	411	270	100	15	1,884	9	411
40	Ephrata.....	188	112	17,036	15,880	1,559	650	478	204	31	2,453	20	583
41	Lancaster.....	1,026	702	120,518	114,874	15,313	6,167	4,780	981	273	25,075	170	6,582
42	Littletown.....	110	58	6,956	5,446	484	243	162	131	28	1,827	10	345
43	Manheim.....	119	63	7,950	6,858	724	306	225	127	24	1,726	20	668
44	Millersville.....	19	15	1,285	1,263	123	62	53	16	3	(D)	4	94
45	Mount Joy.....	62	40	5,202	4,980	539	256	187	61	9	(D)	7	200
46	New Holland.....	83	55	10,191	9,573	820	298	251	88	21	1,502	8	299
47	Remainder of County.....	986	640	78,049	71,013	6,410	2,834	2,092	1,069	242	14,834	158	5,773
48	Lawrence County.....	1,111	729	99,921	92,553	10,300	4,431	3,555	1,271	286	27,358	163	5,514
49	Ellwood City (part) ³	189	137	17,006	15,844	1,638	705	544	204	42	5,517	27	748
50	New Castle.....	717	459	67,540	62,592	7,445	3,168	2,577	813	194	18,533	101	3,616
51	Remainder of County.....	205	133	15,375	14,117	1,217	558	434	254	50	3,308	35	1,150
52	Lebanon County.....	1,079	655	90,290	82,682	8,485	3,690	2,826	1,169	244	20,438	187	4,859
53	Lebanon.....	562	348	50,175	46,471	5,100	2,280	1,745	615	127	12,299	99	2,733
54	Myerstown.....	70	32	5,026	4,084	416	146	114	78	17	995	7	184
55	Palmyre.....	116	82	12,258	11,722	1,130	455	383	127	30	2,911	6	236
56	Remainder of County.....	331	193	22,831	20,405	1,839	809	584	349	70	4,233	75	1,706
57	Lehigh County.....	2,481	1,403	231,091	210,717	27,214	11,100	8,703	2,583	588	45,890	491	16,610
58	Allentown.....	1,534	926	169,136	157,394	22,185	9,137	7,065	1,591	363	34,065	283	12,085
59	Bethlehem (part) ⁴	159	87	13,127	12,005	1,455	494	440	145	39	2,286	30	694
60	Catasauqua.....	79	37	3,577	2,723	198	115	64	92	23	1,656	29	516
61	Coplay.....	Data for this area combined with Remainder of County.											
62	Emmaus.....	102	70	11,844	11,012	988	336	281	98	29	1,600	18	457
63	Fountain Hill.....	Data for this area combined with Remainder of County.											
64	Slatington.....	98	52	4,789	4,161	364	161	137	102	22	1,409	18	363
65	Remainder of County.....	509	231	28,618	23,422	2,024	857	716	555	112	4,874	113	2,475
66	Luzerne County.....	5,035	2,397	315,052	276,682	30,930	14,218	11,735	5,122	1,377	85,384	1,166	22,555
67	Ashley.....	84	30	2,782	1,688	119	63	48	83	34	1,647	28	318
68	Avoca.....	69	27	2,503	1,919	152	77	59	69	24	1,423	8	118
69	Dupont.....	67	17	1,791	1,967	75	35	28	72	17	734	16	281
70	Durys.....	85	25	2,303	1,687	122	58	50	87	42	813	23	221
71	Edwardsville.....	Data for these areas combined with Remainder of County.											
72	Exeter.....												
73	Forty Fort.....												
74	Freeland.....	130	48	5,054	3,872	306	163	120	133	49	2,375	29	434
75	Hazleton.....	572	320	44,345	41,029	4,927	2,325	1,774	595	150	11,911	88	2,618
76	Kingston.....	401	149	31,994	28,280	2,763	1,024	910	423	106	6,719	100	2,108
77	Larksville.....	Data for this area combined with Remainder of County.											
78	Luzerne.....	78	58	6,975	6,401	501	224	193	90	17	2,069	18	395
79	Nanticoke.....	395	145	17,942	16,388	1,247	613	502	383	113	5,396	86	1,125
80	Pittston.....	278	168	17,021	15,125	1,513	809	663	288	71	4,374	52	1,037
81	Plymouth.....	192	96	9,887	8,677	745	344	296	203	65	3,014	38	736
82	Swoyerville.....	Data for this area combined with Remainder of County.											
83	West Hazleton.....	81	33	5,051	4,299	368	140	117	86	32	2,013	24	377
84	West Pittston.....	58	40	5,699	5,535	590	217	195	53	16	1,083	11	219

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

³Ellwood City is in Beaver and Lawrence counties. ⁴Bethlehem is in Lehigh and Northampton counties.

BY COUNTIES: CITIES OF 2,500 INHABITANTS OR MORE—Continued

11

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
17	724	1	(D)	1	(D)	6	1,015	21	1,405	14	494	3	(D)	12	976	1	
32	3,442	20	975	20	881	24	5,580	66	2,406	19	1,592	6	567	38	1,337	13	191	2	
8	1,235	14	816	13	536	9	3,226	24	702	6	492	5	(D)	18	(D)	7	131	3	
24	2,207	6	159	7	345	15	2,354	42	1,704	13	1,100	1	(D)	20	(D)	6	60	4	
26	2,057	30	1,737	24	1,489	26	5,246	57	1,717	25	2,145	9	(D)	57	2,922	5	(D)	5	
8	1,533	21	1,178	16	1,098	13	2,642	14	562	11	1,227	7	371	34	(D)	2	(D)	6	
3	82	8	(D)	5	(D)	6	1,058	8	237	8	625	1	(D)	10	215	2	(D)	7	
15	442	1	(D)	3	(D)	7	1,546	35	918	6	293	1	(D)	13	(D)	1	(D)	8	
45	4,423	49	3,953	37	2,853	42	11,330	135	3,951	46	5,265	17	1,229	90	4,771	47	687	9	
2	(D)	11	504	6	360	10	2,922	5	260	11	857	4	(D)	14	418	11	151	10	
7	257	2	(D)	1	(D)	6	320	4	167	2	(D)	5	138	4	12	11	
5	2,862	29	3,351	23	1,899	20	6,172	35	1,306	17	2,622	7	665	42	3,128	16	344	12	
31	(D)	7	(D)	7	(D)	12	2,236	89	2,065	14	1,619	4	227	29	1,087	16	180	13	
28	3,247	38	2,177	40	2,071	47	8,998	66	2,174	42	3,121	15	821	68	3,875	25	360	14	
2	(D)	6	228	4	(D)	3	173	4	316	1	(D)	2	(D)	2	(D)	15	
6	1,096	12	832	9	620	10	3,007	8	328	16	425	2	(D)	22	(D)	4	26	16	
4	1,538	21	975	15	885	19	2,494	19	606	9	1,157	4	413	23	1,721	7	193	17	
4	126	4	(D)	6	240	5	1,632	8	383	4	341	4	91	5	133	2	(D)	18	
12	(D)	1	(D)	4	98	9	(D)	28	684	9	882	4	102	16	408	10	105	19	
22	1,162	8	127	8	152	15	(D)	9	278	14	1,582	3	54	18	(D)	4	64	20	
103	26,954	239	19,167	139	14,473	108	33,309	254	10,322	109	8,875	114	5,517	377	19,847	187	6,956	21	
1	(D)	3	68	5	(D)	6	145	3	70	3	103	4	38	5	188	22	
6	1,091	34	1,491	17	745	8	4,495	19	712	12	960	6	439	29	1,391	12	218	23	
1	(D)	7	222	1	(D)	3	622	12	613	6	533	2	(D)	10	1,220	4	80	24	
1	(D)	4	118	3	285	5	(D)	9	300	6	183	3	103	12	378	4	30	25	
5	121	5	170	11	500	7	2,197	14	787	4	257	7	421	24	1,022	23	1,292	27	
...	...	1	(D)	2	(D)	4	170	1	(D)	6	124	2	(D)	28	
7	150	4	240	3	(D)	4	506	12	202	4	373	4	120	6	453	6	(D)	29	
9	435	15	951	4	331	3	428	8	295	4	(D)	4	151	22	853	1	(D)	30	
58	22,943	155	15,082	76	11,457	51	19,916	111	4,912	48	4,810	63	3,258	198	11,804	103	4,542	32	
2	(D)	2	(D)	1	(D)	6	183	2	(D)	2	(D)	13	636	6	90	33	
...	...	2	(D)	2	(D)	6	157	3	(D)	3	88	2	(D)	34	
13	(D)	10	289	19	600	19	2,822	47	1,846	16	1,192	11	458	55	(D)	23	460	35	
106	25,864	199	13,842	189	13,547	176	51,968	300	15,760	141	20,535	61	5,324	375	41,957	186	9,551	37	
6	379	21	1,341	8	614	13	2,364	14	331	5	318	3	420	18	1,087	8	98	38	
3	411	11	652	12	811	12	3,162	8	606	3	394	4	259	13	1,300	6	138	39	
4	(D)	19	817	17	829	14	3,754	16	736	5	2,030	6	400	40	4,041	16	(D)	40	
24	19,971	107	10,117	64	6,935	51	22,016	81	5,369	28	3,544	29	2,886	125	12,613	74	5,410	41	
5	(D)	4	188	12	352	11	2,071	6	274	6	792	3	195	15	(D)	10	128	42	
4	(D)	11	243	8	565	10	1,969	9	410	5	582	3	201	24	1,337	1	(D)	43	
1	(D)	5	83	4	222	2	(D)	44	
4	334	6	134	3	194	4	1,364	8	335	3	1,024	2	(D)	10	250	6	64	45	
3	(D)	1	(D)	6	394	8	4,553	9	408	6	986	3	175	18	1,243	46	
52	3,032	19	(D)	54	2,770	53	10,715	145	7,069	80	10,865	8	(D)	110	19,096	65	2,982	47	
33	10,620	91	5,821	57	7,593	67	16,734	137	6,903	68	7,160	31	2,632	139	8,005	39	1,581	48	
7	1,334	21	903	12	1,146	12	3,881	11	386	13	1,351	8	516	29	904	7	320	49	
15	8,941	64	4,773	32	5,400	47	10,265	83	3,885	42	3,932	21	(D)	96	(D)	22	1,138	50	
11	345	6	145	13	1,047	8	2,588	43	2,632	13	1,877	2	(D)	14	(D)	10	123	51	
46	6,985	73	4,731	57	5,112	52	23,991	120	5,952	42	5,039	18	1,552	149	9,676	91	1,955	52	
15	5,363	59	3,975	31	3,805	26	10,988	54	2,739	9	1,781	13	1,080	83	4,426	46	986	53	
9	308	5	203	5	450	4	1,728	4	101	5	508	1	(D)	7	(D)	6	94	54	
6	473	6	(D)	7	411	11	4,966	11	605	5	617	2	(D)	20	1,107	12	198	55	
16	841	3	(D)	14	446	11	6,309	51	2,507	23	2,133	2	(D)	39	(D)	27	677	56	
70	38,404	164	14,943	133	13,186	108	36,662	239	12,385	84	12,893	68	5,210	309	22,470	227	12,438	57	
37	37,006	134	13,655	88	10,312	64	21,843	128	7,777	44	6,656	49	3,795	207	12,143	137	9,799	58	
2	(D)	8	617	9	530	6	4,478	7	666	5	599	6	664	21	(D)	26	363	59	
3	77	2	(D)	3	95	1	(D)	5	341	1	(D)	2	(D)	6	401	4	46	60	
3	163	6	303	4	489	10	5,155	8	592	2	(D)	3	256	11	(D)	8	619	61	
3	(D)	12	286	6	253	4	797	6	252	6	620	2	(D)	14	415	5	149	62	
22	990	2	(D)	23	1,507	23	(D)	85	2,757	26	3,272	6	303	50	6,790	47	1,462	63	
172	43,594	336	24,869	287	18,603	185	50,005	410	15,748	167	15,507	125	6,621	551	25,747	259	6,419	64	
5	63	1	(D)	2	(D)	2	(D)	2	(D)	2	(D)	2	(D)	6	277	66	
5	68	3	51	9	425	1	(D)	3	107	11	242	5	(D)	67	
8	76	3	39	3	82	1	(D)	3	77	5	89	5	(D)	6	64	68	
2	(D)	2	(D)	1	(D)	1	(D)	2	(D)	3	(D)	5	152	4	180	69	
5	295	8	380	5	237	4	693	8	186	3	(D)	3	163	14	187	2	(D)	70	
16	6,161	63	4,169	51	3,414	31	7,880	37	1,405	17	2,165	15	1,215	62	2,331	42	1,076	71	
8	194	10	259	24	748	27	14,011	32	1,384	19	2,513	9	490	47	1,906	19	1,662	72	
3	(D)	10	773	5	422	3	(D)	8	500	5	231	2	(D)	7	750	73	
23	1,147	33	1,264	22	1,084	12	4,122	18	761	14	512	10	420	43	1,829	21	282	74	
10	2,020	42	2,409	19	1,404	7	2,050	15	699	8	391	8	440	34	2,079	12	118	75	
5	378	11	608	17	1,461	12	1,225	13	442	5	659	5	261	17	1,001	4	102	76	
3	67	5	82	2	(D)	3	131	3	(D)	1	(D)	8	(D)	77	
1	(D)	1	(D)	3	134	6	2,316	3	235	3	(D)	3	134	5	(D)	6	...	78	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Luzerne--Con.	Data for this area combined with Remainder of County.											
2	West Wyoming.....	1,271	735	111,585	104,025	14,330	6,592	5,522	1,238	319	23,198	312	7,480
3	Wilkes-Barre.....	79	29	2,665	2,151	149	74	59	81	20	996	13	190
4	Wyoming.....	1,195	477	47,455	37,149	3,023	1,460	1,199	1,238	302	17,619	320	4,898
5	Remainder of County.....	1,239	759	102,222	94,096	11,052	4,751	3,783	1,245	280	25,126	201	6,506
6	Lycoming County.....	110	54	6,681	5,793	493	227	177	123	16	2,099	16	372
7	Jersey Shore.....	62	32	5,074	4,610	456	187	150	70	9	1,013	7	344
8	Montoursville.....	86	46	4,921	4,225	431	181	146	76	20	1,424	10	238
9	Muncy.....	Data for this area combined with Remainder of County.											
10	South Williamsport.....	666	478	70,445	67,389	8,679	3,678	2,947	635	134	15,347	106	3,971
11	Williamsport.....	315	149	15,101	12,079	993	478	363	341	101	5,243	62	1,581
12	Remainder of County.....	677	431	50,623	46,143	5,171	2,277	1,803	725	169	14,236	97	2,856
13	McKean County.....	278	184	26,610	24,984	3,213	1,332	1,079	290	62	7,064	35	1,371
14	Bradford.....	120	80	7,219	6,399	672	353	266	125	32	2,447	15	386
15	Kane.....	56	40	4,215	3,815	338	161	125	60	9	991	9	250
16	Port Allegany.....	223	127	12,579	10,945	948	431	333	250	66	3,734	38	849
17	Remainder of County.....	1,221	843	116,439	108,323	11,952	5,124	4,029	1,313	265	29,972	179	5,896
18	Mercer County.....	157	91	8,787	7,175	771	417	306	183	38	3,077	28	887
19	Farrell.....	156	122	16,430	15,924	1,645	709	552	151	26	4,378	23	707
20	Greenville.....	135	97	13,020	11,934	1,325	503	396	146	25	3,256	12	364
21	Croze City.....	365	283	47,585	45,805	5,609	2,381	1,905	363	82	10,295	47	1,841
22	Sharon.....	56	34	3,725	3,491	320	120	96	66	14	881	11	230
23	Sharpville.....	352	216	26,892	23,994	2,282	994	774	404	80	8,085	58	1,867
24	Remainder of County.....	517	329	35,270	32,344	3,513	1,707	1,364	515	116	8,764	85	2,289
25	Mifflin County.....	30	20	1,174	1,040	87	42	38	30	13	448	5	149
26	Burnham.....	303	201	26,370	24,834	2,729	1,310	1,027	294	65	6,676	47	1,259
27	Levittown.....	184	108	7,726	6,470	697	355	299	191	38	1,640	33	881
28	Remainder of County.....	636	382	40,470	36,442	3,850	1,610	1,303	666	103	9,064	160	4,622
29	Monroe County.....	125	77	9,806	9,072	721	257	208	140	26	2,846	28	699
30	East Stroudsburg.....	215	121	17,688	15,970	1,962	815	683	220	53	4,370	30	993
31	Stroudsburg.....	296	184	12,976	11,400	1,167	538	412	306	24	1,848	102	2,930
32	Remainder of County.....	4,152	2,698	447,870	416,388	46,869	19,268	14,990	4,342	846	110,832	726	31,177
33	Montgomery County.....	110	66	9,386	8,410	955	383	274	113	27	3,490	21	804
34	Ambler.....	83	41	4,804	3,876	526	215	171	89	28	1,137	24	939
35	Bridgeport.....	166	104	14,065	12,463	1,025	442	340	177	43	4,114	38	884
36	Conshohocken.....	102	70	14,103	13,037	1,233	509	377	112	13	3,005	10	475
37	Hathoro.....	125	101	33,628	33,150	4,071	1,578	1,230	94	14	4,563	16	1,461
38	Jenkintown.....	193	149	22,777	21,985	2,355	972	755	201	28	6,164	26	1,098
39	Lansdale.....	61	49	7,324	7,154	747	294	245	68	13	3,150	8	471
40	Narberth.....	639	383	65,429	60,087	7,464	2,947	2,325	667	149	17,141	119	3,653
41	Norristown.....	55	27	2,366	1,922	200	97	56	72	11	390	11	191
42	North Wales.....	395	261	43,714	40,870	4,600	1,925	1,528	398	70	8,681	59	2,762
43	Pottstown.....	70	42	4,445	4,071	377	149	106	67	10	1,207	11	160
44	Royersford.....	116	74	13,580	12,764	1,258	434	339	123	34	2,231	8	213
45	Souderton.....	116	74	13,580	12,764	1,258	434	339	123	34	2,231	8	213
46	Remainder of County.....	2,037	1,331	212,249	196,579	22,058	9,343	7,244	2,161	406	55,559	375	18,066
47	Montour County.....	144	88	9,898	8,802	803	422	323	144	37	2,789	31	757
48	Danville.....	128	80	9,395	8,409	772	401	303	125	31	2,550	26	616
49	Remainder of County.....	16	8	503	393	31	21	20	19	6	239	5	141
50	Northampton County.....	2,328	1,412	186,122	169,266	19,655	8,015	6,343	2,328	627	51,034	426	12,206
51	Bangor.....	127	73	8,382	7,292	702	307	239	127	21	2,601	17	326
52	Bethlehem (part)*.....	673	455	58,120	54,322	6,367	2,511	2,051	677	187	17,975	138	4,731
53	Easton.....	735	455	67,885	63,227	8,607	3,487	2,776	707	211	17,141	120	3,708
54	Hellertown.....	73	41	4,148	3,316	266	140	87	83	23	1,532	14	416
55	Nazareth.....	112	66	9,000	8,024	766	348	251	112	27	2,823	13	477
56	Northampton.....	122	66	10,693	9,657	917	413	320	123	39	3,074	23	477
57	North Catasauqua.....	Data for this area combined with Remainder of County.											
58	Pen Argyl.....	58	32	3,018	2,272	251	104	70	54	18	1,155	6	77
59	Wilson.....	Data for this area combined with Remainder of County.											
60	Remainder of County.....	428	224	24,776	21,246	1,779	705	549	445	101	4,733	95	1,994
61	Northumberland County.....	1,707	885	97,755	85,031	8,988	4,243	3,316	1,716	436	25,293	345	5,803
62	Kulpsport.....	90	30	2,964	2,098	161	84	65	101	14	546	29	246
63	Milton.....	141	97	9,950	9,170	896	429	320	151	29	2,733	26	602
64	Mount Carmel.....	222	112	12,108	10,450	1,110	586	428	220	66	4,142	44	693
65	Northumberland.....	73	35	3,430	2,832	331	156	118	68	16	858	10	118
66	Shamokin.....	398	248	24,301	21,977	2,593	1,245	1,005	390	98	6,564	76	1,292
67	Sanbury.....	277	193	27,086	25,332	2,823	1,254	994	244	67	5,441	39	873
68	Remainder of County.....	506	170	17,916	13,172	1,074	489	386	542	146	5,009	121	1,979
69	Perry County.....	300	156	16,899	14,305	1,210	581	438	323	77	4,632	46	1,618
70	Philadelphia (coextensive with Philadelphia City).....	25,336	14,254	2,456,546	2,233,704	294,266	114,626	96,155	26,545	7,350	56,436	4,852	244,604
71	Pike County.....	160	82	7,063	5,907	514	204	161	165	27	1,202	61	1,236
72	Potter County.....	241	143	14,609	12,705	1,035	444	359	258	45	2,924	55	1,040
73	Coudersport.....	71	53	5,737	5,439	417	202	159	76	9	1,225	21	371
74	Remainder of County.....	170	90	8,872	7,266	618	242	200	182	36	1,699	34	669
75	Schuylkill County.....	2,672	1,252	146,082	125,112	12,831	6,056	4,405	2,747	628	39,993	683	10,585
76	Ashland (part)*.....	107	51	5,223	4,211	450	219	172	122	19	1,492	26	332
77	Coudale.....	62	16	1,677	1,015	63	38	33	65	20	818	19	217
78	Frackville.....	118	46	4,843	3,729	314	159	125	123	25	1,830	32	424
79	Gilberton.....	Data for these areas combined with Remainder of County.											
80	Girardville.....												

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Ashland is in Columbia and Schuylkill counties.

*Bethlehem is in Lehigh and Northampton counties.

Payroll, and Personnel

Kind-of-business group - Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
40	31,506	121	14,069	69	6,586	31	8,391	86	4,229	33	2,148	37	1,974	151	10,107	72	1,897	1
3	(D)	2	(D)	3	175	4	(D)	11	275	5	170	1	(D)	11	255	8	64	3
35	1,369	26	575	58	2,119	42	5,745	160	4,832	43	5,188	21	943	126	3,126	62	1,041	4
34	10,828	91	7,095	68	5,152	65	18,932	179	7,840	47	5,711	29	2,299	192	9,322	53	3,411	5
2	(D)	7	281	9	116	9	1,633	9	290	9	448	3	180	28	899	2	(D)	6
1	(D)	3	91	6	149	5	1,768	13	336	2	(D)	2	(D)	12	236	2	(D)	7
6	322	4	136	5	101	6	824	11	404	6	(D)	2	(D)	16	706	8
18	9,851	74	6,535	34	4,287	30	12,279	85	4,743	18	2,126	19	1,662	110	6,843	38	2,801	9
7	251	3	52	14	499	15	2,428	61	2,067	12	1,597	3	153	26	678	11	592	10
27	2,296	68	4,571	40	2,474	45	11,134	78	3,707	39	3,883	19	1,686	79	3,118	16	662	12
9	1,338	36	3,125	27	1,654	14	5,115	25	1,170	12	2,566	8	907	40	1,680	10	626	13
4	461	16	789	6	629	4	802	10	423	9	406	3	(D)	19	565	2	(D)	14
3	76	6	459	1	(D)	4	792	10	830	5	272	2	(D)	5	311	2	(D)	15
11	421	10	198	6	(D)	23	4,425	33	1,284	13	639	6	272	15	562	2	(D)	16
47	11,139	115	7,404	77	7,200	78	23,645	152	6,539	81	11,472	36	3,165	150	7,793	41	2,214	17
7	512	15	485	7	1,314	3	103	19	690	8	424	4	249	23	795	5	251	18
7	1,359	17	1,155	14	1,280	15	3,839	16	851	8	736	5	432	23	(D)	2	(D)	19
4	(D)	17	1,025	9	483	15	3,029	14	882	7	1,376	3	(D)	20	648	9	766	20
8	7,077	49	4,290	24	3,031	29	11,872	30	1,561	21	3,238	15	1,608	45	1,921	15	851	21
1	(D)	3	72	7	186	2	(D)	9	167	4	(D)	2	(D)	1	(D)	2	(D)	22
20	1,319	14	377	16	906	14	(D)	64	2,368	33	(D)	7	395	38	2,575	8	285	23
18	3,104	34	2,353	31	2,406	27	6,676	63	2,842	41	2,390	11	1,096	74	2,854	17	496	24
...	2	(D)	4	126	1	(D)	4	58	1	(D)	25
7	2,666	33	(D)	23	2,124	20	5,331	25	1,502	19	1,471	8	843	51	2,068	5	(D)	26
11	438	1	(D)	8	282	5	(D)	34	1,214	21	(D)	3	253	19	728	11	181	27
38	4,956	40	1,620	28	1,460	39	6,638	82	2,757	32	4,040	17	1,000	77	3,825	20	488	28
3	158	8	317	4	247	7	1,054	18	764	6	1,706	2	(D)	20	(D)	3	46	29
8	3,940	24	1,117	14	524	21	3,657	22	783	5	704	8	562	22	844	8	194	30
27	858	8	186	10	689	11	1,927	42	1,210	21	1,630	7	(D)	35	(D)	9	248	31
129	37,869	359	24,765	260	23,203	185	88,222	422	27,331	170	27,272	155	14,060	606	48,412	294	14,727	32
1	(D)	9	470	2	(D)	4	1,358	8	447	4	457	4	566	28	1,385	2	(D)	33
3	176	1	(D)	3	196	10	578	2	(D)	1	(D)	3	632	8	137	34
5	414	15	387	8	795	4	2,335	12	1,323	7	1,791	8	394	16	1,286	10	342	35
4	440	12	1,339	11	793	7	4,260	10	757	6	800	4	578	20	1,476	5	180	36
2	(D)	19	1,093	10	875	11	13,269	6	644	2	(D)	7	633	33	2,306	5	293	37
10	847	27	1,815	18	1,041	17	6,260	14	899	9	1,317	6	464	29	1,920	9	952	38
1	(D)	4	189	2	(D)	5	391	4	(D)	4	481	15	1,792	5	112	39
23	9,492	74	6,052	48	5,110	22	11,220	47	2,720	10	2,226	15	1,417	89	4,750	40	1,648	40
...	...	6	(D)	4	116	2	(D)	36	390	5	(D)	1	(D)	7	390	2	(D)	41
...	3,583	51	3,593	33	3,560	25	8,933	35	2,085	1	(D)	13	1,936	63	3,722	18	1,458	42
2	(D)	7	268	5	323	3	1,085	9	424	1	(D)	4	239	13	452	5	52	43
3	330	9	807	6	699	3	(D)	9	609	3	1,361	5	(D)	18	5,885	18	476	44
67	14,829	125	8,588	110	9,190	84	37,946	251	16,064	97	13,099	83	6,923	272	23,016	167	8,969	45
4	600	14	661	6	507	12	2,634	15	425	5	412	2	(D)	17	655	1	(D)	46
4	600	14	661	5	(D)	12	2,634	13	(D)	5	412	2	(D)	15	(D)	1	(D)	47
...	1	(D)	2	(D)	2	(D)	48
62	16,218	204	16,473	141	11,589	83	27,942	200	9,350	81	11,347	58	5,572	313	17,698	133	6,693	49
6	(D)	16	645	13	755	4	1,058	18	602	3	(D)	3	248	21	861	5	78	50
16	3,689	71	4,829	31	2,946	19	8,934	49	2,572	18	3,031	18	2,163	91	5,621	35	1,429	51
12	8,191	87	12,025	53	5,658	21	8,049	47	2,390	22	3,819	17	1,881	98	4,915	47	3,411	52
1	(D)	4	87	5	186	2	(D)	3	317	3	223	2	263	5	246	3	191	53
4	631	9	388	2	(D)	6	1,643	13	1,064	5	(D)	4	219	21	747	4	505	54
5	1,890	3	471	11	1,069	3	(D)	14	611	4	398	3	(D)	13	512	4	102	55
...	...	2	(D)	4	322	1	(D)	7	212	5	201	4	171	8	353	3	58	56
18	963	12	(D)	22	(D)	27	5,765	44	1,582	21	2,567	7	373	55	4,243	26	819	57
61	9,390	143	8,341	97	5,622	84	17,138	145	4,845	63	7,403	32	2,927	235	8,768	64	2,225	60
4	(D)	5	61	3	105	4	930	9	369	3	134	1	(D)	16	410	2	(D)	61
3	(D)	13	709	10	584	12	1,867	10	300	5	648	5	369	22	(D)	6	202	62
8	1,927	28	1,341	15	733	7	1,016	12	431	10	445	5	448	25	(D)	2	(D)	63
2	(D)	5	179	7	256	1	(D)	11	397	2	(D)	2	(D)	11	644	6	313	64
13	2,693	47	2,819	27	1,664	22	3,570	29	1,077	10	1,726	13	898	44	1,543	19	455	65
7	3,183	41	2,986	14	1,800	20	6,566	17	673	14	1,571	4	(D)	49	(D)	5	197	66
24	883	4	246	21	480	18	(D)	57	1,598	19	(D)	2	(D)	68	1,332	26	987	67
19	782	12	385	13	358	15	3,046	35	1,492	28	1,715	7	401	40	2,081	8	389	68
843	344,453	2,802	239,575	1,372	131,132	483	315,751	956	71,718	765	7,029	1,224	72,650	3,169	235,580	1,520	197,618	69
5	(D)	3	126	8	377	5	559	22	518	5	133	1	(D)	14	1,892	9	591	70
25	1,303	12	369	10	1,212	14	3,923	38	1,206	13	634	7	264	18	1,684	4	50	72
3	(D)	7	246	3	(D)	7	2,160	8	301	2	(D)	2	(D)	5	(D)	4	(D)	73
22	(D)	5	123	7	(D)	7	1,763	30	905	11	(D)	5	(D)	13	(D)	...	(D)	74
84	11,226	206	13,232	120	7,874	111	28,220	273	8,947	89	5,963	60	3,441	305	13,243	113	3,358	75
4	194	12	621	5	156	4	1,177	9	305	8	290	5	118	10	273	5	65	76
2	(D)	4	67	6	277	2	(D)	9	214	77
1	(D)	9	334	6	420	3	(D)	16	500	2	(D)	4	(D)	13	302	7	86	78

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (unin- corporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all estab- lish- ments (\$1,000)	Estab- lish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
	Schuylkill County-Con.	Data for this area combined with Remainder of County.											
1	Madamoo.....	204	94	9,858	8,252	829	436	340	218	60	3,355	58	881
2	Mahany City.....	114	62	6,255	5,563	443	258	183	107	30	3,645	35	437
3	Minersville.....	Data for this area combined with Remainder of County.											
4	Port Carbon.....	448	278	40,220	37,894	4,706	2,180	1,799	433	87	7,623	76	1,980
5	Pottsville.....	78	38	3,369	2,945	227	104	83	77	23	1,848	15	340
6	St. Clair.....	127	59	9,371	8,375	708	291	239	128	30	2,321	21	338
7	Schuylkill Haven.....	276	136	15,115	13,397	1,382	701	549	283	61	3,838	67	1,078
8	Shenandoah.....	187	99	13,162	11,978	1,333	540	479	176	42	3,693	51	844
9	Tamaqua.....	951	373	36,989	28,753	2,376	1,130	903	1,015	231	9,330	283	3,714
10	Remainder of County.....	298	136	18,229	15,053	1,329	715	589	323	69	3,507	49	1,956
11	Snyder County.....	96	50	6,773	5,915	511	254	191	91	21	1,761	16	274
12	Selinsgrove.....	202	86	11,456	9,138	818	461	398	232	48	1,746	33	1,682
13	Remainder of County.....	853	485	57,541	51,839	5,039	2,430	1,989	875	190	14,250	141	2,678
14	Somerset County.....	81	57	6,257	5,965	526	243	196	79	19	1,669	10	229
15	Meyersdale.....	144	106	19,741	19,145	1,955	855	723	137	28	3,953	16	963
16	Somerset.....	102	76	8,800	8,340	450	340	240	103	31	2,027	14	252
17	Windbar.....	526	246	22,743	18,389	1,710	882	721	556	112	6,601	101	2,234
18	Remainder of County.....	92	44	3,594	2,682	187	83	68	101	18	1,279	27	359
19	Sullivan County.....	435	211	23,609	19,735	1,516	642	548	457	122	7,736	85	1,410
20	Susquehanna County.....	65	33	3,258	2,824	292	130	110	81	15	1,321	23	330
21	Forest City.....	60	26	2,216	1,656	173	79	66	68	19	743	16	200
22	Susquehanna Depot.....	310	152	18,135	15,255	1,051	433	372	308	88	5,672	46	880
23	Remainder of County.....	451	279	28,506	24,924	1,962	967	778	470	89	6,134	65	1,577
24	Tioga County.....	48	40	3,760	3,602	300	162	120	53	5	692	8	258
25	Manefield.....	101	73	10,393	9,693	893	375	321	98	15	2,200	16	482
26	Wellsboro.....	302	166	14,353	11,629	769	430	337	319	69	3,242	41	837
27	Remainder of County.....	256	168	15,915	14,005	1,114	577	419	251	66	4,236	36	676
28	Union County.....	110	84	8,036	7,646	633	347	238	109	23	2,214	16	347
29	Lewistown.....	146	84	7,879	6,359	481	230	181	142	43	2,022	20	329
30	Remainder of County.....	633	417	51,538	47,484	5,261	2,403	1,871	645	155	15,752	76	2,753
31	Venango County.....	207	139	16,215	15,079	1,596	736	578	202	43	4,841	22	734
32	Franklin.....	254	188	25,187	24,085	2,940	1,327	1,034	260	57	6,936	33	1,394
33	Oil City.....	7	3	340	252	20	14	9	12	3	(D)	1	(D)
34	Polk.....	165	87	9,796	8,068	705	326	250	171	52	(D)	20	(D)
35	Remainder of County.....	460	310	51,251	47,879	4,537	2,053	1,503	507	100	8,821	80	2,398
36	Warren County.....	236	172	37,915	36,451	3,668	1,642	1,187	248	54	5,618	35	1,386
37	Warren.....	224	138	13,336	11,428	869	411	316	259	46	3,203	45	1,012
38	Remainder of County.....	2,284	1,446	190,963	176,439	17,825	7,875	6,488	2,455	588	52,655	460	11,376
39	Washington County.....	49	31	3,397	3,037	218	89	73	50	11	1,099	7	149
40	Bentleyville.....	53	37	3,683	3,133	276	145	111	58	14	1,354	6	148
41	California.....	192	132	20,010	19,042	1,705	723	605	210	48	6,590	35	852
42	Canonsburg.....	16	8	1,302	1,190	167	63	54	18	3	246	7	47
43	Centerville.....	216	156	27,460	26,548	2,826	1,271	1,036	232	47	6,847	26	837
44	Charleroi.....	147	93	11,577	10,639	969	439	381	172	42	3,238	24	623
45	Donora.....	70	42	6,878	6,246	466	246	190	73	20	2,611	9	239
46	McDonald (part).....	160	112	12,975	12,099	1,312	615	514	168	49	3,867	22	468
47	Monongahela.....	17	11	1,075	991	88	35	30	17	8	361	4	70
48	North Charleroi.....	518	372	54,089	51,755	6,172	2,563	2,123	503	113	13,476	110	3,136
49	Washington.....	846	452	48,517	41,709	3,626	1,686	1,371	954	233	12,966	210	4,807
50	Remainder of County.....	397	237	22,783	20,137	1,730	778	659	409	65	5,717	78	1,534
51	Wayne County.....	152	114	12,971	12,525	1,118	503	430	156	18	2,842	21	525
52	Honedale.....	245	123	9,812	7,612	612	275	229	253	47	2,875	57	1,009
53	Remainder of County.....	3,390	2,088	276,805	252,893	26,922	12,017	9,716	3,558	905	79,937	659	18,862
54	Westmoreland County.....	111	55	9,213	8,147	687	255	220	124	48	4,883	20	414
55	Arnold.....	52	22	2,770	2,308	185	81	62	61	13	1,137	9	135
56	Derry.....	381	249	50,910	47,798	5,877	2,301	1,963	355	91	11,748	64	1,968
57	Greensburg.....	141	87	15,784	14,640	1,279	618	476	159	28	5,099	20	1,078
58	Irwin.....	261	159	21,924	20,224	2,321	1,035	845	277	73	7,035	48	1,419
59	Jeannette.....	218	150	20,688	19,288	2,222	956	787	214	53	5,463	30	808
60	Latrobe.....	236	162	18,675	17,493	1,785	853	678	256	73	6,718	48	1,185
61	Monaca.....	138	88	11,843	10,879	929	447	354	144	22	3,165	21	450
62	Mount Pleasant.....	357	251	40,105	38,141	4,603	1,989	1,581	369	84	7,725	65	2,341
63	New Kensington.....	Data for this area combined with Remainder of County.											
64	North Belle Vernon.....	110	74	57	7,415	811	351	299	113	32	2,617	13	358
65	Scottdale.....	Data for these areas combined with Remainder of County.											
66	South Greensburg.....	49	17	2,173	1,611	134	46	39	58	13	1,104	15	256
67	Southwest Greensburg.....	152	104	13,096	12,374	1,179	591	471	155	41	4,369	24	536
68	Trafford (part).....	68	42	4,272	3,854	409	232	172	77	16	1,625	11	439
69	Vandergriff.....	37	27	2,563	2,365	218	120	93	39	11	1,016	5	175
70	West Newton.....	1,079	601	54,732	46,356	4,283	2,142	1,676	1,157	307	16,233	266	7,300
71	Youngwood.....	247	131	17,169	15,159	1,270	521	427	271	43	3,457	53	1,159
72	Remainder of County.....	2,611	1,673	239,252	221,712	24,530	10,562	8,202	2,663	687	47,781	396	14,161
73	Wyoming County.....	52	36	3,936	3,700	316	159	128	59	11	924	4	(D)
74	Dallastown.....	377	257	42,048	39,898	3,844	1,903	1,375	386	103	7,781	43	1,341
75	Hanover.....	103	77	9,854	9,426	977	386	285	102	19	1,963	10	(D)
76	Red Lion.....	Data for this area combined with Remainder of County.											
77	West York.....	1,194	814	123,901	117,247	15,017	6,140	4,874	1,172	314	24,259	211	7,978
78	York.....	885	489	59,513	51,441	4,376	1,974	1,540	944	240	12,834	128	4,171
79	Remainder of County.....												

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

McDonald is in Allegheny and Washington counties.

Trafford is in Allegheny and Westmoreland counties.

Payroll, and Personnel

Kind-of-business group--Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matis., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
5	838	18	909	7	216	11	1,541	12	379	2	(D)	5	413	21	(D)	5	63	1
2	(D)	12	408	4	147	1	(D)	4	142	3	(D)	4	186	15	651	4	134	2
13	6,531	63	6,842	29	2,875	23	7,200	31	1,266	9	741	12	939	83	2,892	22	1,331	3
4	43	6	82	5	375	5	153	7	137	2	(D)	11	(D)	4
6	190	8	447	5	289	9	4,500	8	315	3	168	2	(D)	20	(D)	15	170	5
2	1,080	42	1,866	17	1,610	17	2,653	10	293	9	448	5	675	30	1,416	12	158	6
2	(D)	17	1,030	10	531	13	3,773	18	846	10	1,020	4	240	16	(D)	4	180	7
39	1,571	15	626	32	1,255	30	6,710	154	4,471	36	2,689	15	464	77	4,988	39	1,171	8
25	1,167	11	215	11	576	19	4,281	53	1,905	16	1,658	3	230	30	2,400	12	334	11
2	(D)	5	152	5	374	7	1,293	12	448	8	539	2	(D)	14	1,392	4	(D)	12
23	(D)	6	63	6	202	12	2,988	41	1,457	8	1,119	1	(D)	16	1,008	8	(D)	13
40	5,465	40	1,742	43	2,455	50	11,509	135	5,655	65	4,852	21	1,194	86	6,168	42	573	14
3	444	7	164	3	(D)	8	1,775	8	157	8	781	2	(D)	13	802	15
3	1,613	9	602	13	1,015	17	5,188	16	926	14	1,857	4	534	18	2,896	6	194	16
4	(D)	3	262	2	(D)	8	1,989	15	541	7	391	5	215	12	968	1	(D)	17
30	(D)	21	714	25	1,219	17	2,557	96	4,031	76	1,823	10	(D)	43	1,502	35	(D)	18
5	258	2	(D)	3	(D)	1	(D)	11	215	5	576	1	(D)	19	627	19
33	1,164	21	703	7	483	24	4,227	42	1,321	25	1,641	7	341	61	4,485	8	98	20
2	(D)	7	242	1	(D)	3	575	3	149	4	315	2	(D)	5	94	21
1	(D)	5	175	1	(D)	5	282	4	154	2	(D)	1	(D)	6	139	22
30	1,028	9	286	5	(D)	16	3,370	35	1,018	19	(D)	4	136	50	4,252	8	98	23
32	1,903	24	1,054	16	1,107	27	6,337	60	2,166	42	2,534	12	625	68	4,810	16	259	24
5	138	7	375	4	366	3	(D)	4	231	3	122	3	147	6	617	2	(D)	25
5	770	9	389	4	(D)	10	3,077	10	559	14	857	2	(D)	16	1,337	26
24	995	8	290	8	(D)	14	(D)	46	1,376	25	1,555	7	(D)	46	2,856	14	(D)	27
17	897	15	589	15	849	18	3,624	27	1,429	21	999	5	316	28	2,033	8	267	28
4	(D)	12	532	7	427	11	2,247	12	703	7	500	3	(D)	13	459	2	(D)	29
13	(D)	3	57	8	422	7	1,377	15	726	14	499	2	(D)	15	1,574	6	(D)	30
26	4,620	55	3,820	33	4,051	47	8,068	88	4,105	37	2,575	12	1,282	78	4,158	26	354	31
8	1,622	20	1,447	10	642	24	2,710	33	1,532	10	689	5	(D)	24	(D)	8	134	32
8	2,636	35	2,373	14	2,875	14	3,274	19	1,250	12	1,126	5	723	44	2,434	13	166	33
...	83	(D)	34
10	362	9	534	9	2,084	33	1,240	15	760	2	(D)	10	349	5	54	35
26	3,515	36	2,095	32	1,705	28	6,126	60	2,902	35	2,729	10	887	42	(D)	11	(D)	36
7	2,681	30	1,991	22	1,365	14	3,767	22	1,465	14	861	6	669	25	(D)	7	(D)	37
19	834	6	104	10	340	14	2,494	38	1,437	21	1,868	4	218	17	1,716	4	110	38
85	17,430	190	13,916	105	10,538	133	38,109	252	11,534	119	15,127	51	4,427	203	12,309	98	3,542	39
3	(D)	5	138	2	(D)	3	701	7	333	4	(D)	1	(D)	5	349	1	(D)	40
1	(D)	8	529	1	(D)	2	(D)	4	192	3	156	1	(D)	9	505	4	180	41
8	786	21	1,448	14	1,308	13	5,350	17	631	10	922	3	433	15	1,578	8	112	42
...	(D)	(D)	(D)	1	(D)	2	(D)	43
11	3,096	42	3,970	14	1,934	15	5,693	9	441	10	2,528	6	434	29	1,395	10	335	44
11	918	13	1,057	5	498	7	2,954	7	422	8	554	6	364	19	722	5	227	45
5	658	7	224	4	256	7	1,830	5	267	4	300	2	(D)	5	(D)	2	(D)	46
4	542	20	1,016	7	442	9	2,448	9	631	12	1,989	5	483	16	836	7	253	47
...	(D)	2	(D)	2	(D)	48
11	6,780	61	4,873	26	4,152	37	8,247	57	3,046	24	2,858	15	1,706	49	4,110	15	1,705	49
34	4,385	13	661	31	1,390	39	10,341	133	5,243	43	5,036	12	665	54	2,439	44	584	50
34	1,800	19	755	23	1,078	21	3,648	39	1,794	26	1,718	12	492	54	3,886	26	361	51
10	1,093	14	657	12	830	16	3,292	12	966	7	655	7	277	25	1,694	10	140	52
24	707	5	98	11	248	5	356	27	828	19	1,063	5	215	29	2,192	16	221	53
90	23,252	257	22,017	144	16,782	185	49,756	402	18,833	170	20,348	93	7,051	319	15,766	166	4,201	54
...	...	1	(D)	5	680	6	1,058	8	466	5	513	2	(D)	13	728	3	(D)	55
1	(D)	1	(D)	2	(D)	3	356	5	(D)	5	156	1	(D)	8	298	4	80	56
8	6,881	36	4,952	21	5,895	30	10,159	38	1,748	14	2,445	10	1,152	46	3,333	23	629	57
4	(D)	14	973	5	419	10	3,927	18	(D)	9	1,091	4	296	20	854	9	187	58
3	1,044	22	2,360	11	1,554	12	3,495	25	1,111	18	1,823	9	596	23	1,338	17	149	59
5	2,204	27	1,469	12	1,461	21	3,384	22	1,028	12	2,519	7	569	24	(D)	5	(D)	60
6	1,087	30	2,407	10	1,608	10	3,047	12	542	8	896	8	507	21	570	10	108	61
6	1,101	23	1,117	6	789	6	2,293	22	1,046	9	1,012	4	(D)	16	(D)	3	58	62
12	5,543	52	6,094	15	2,253	14	8,043	27	1,101	11	1,646	12	1,453	41	2,205	24	1,696	63
7	429	7	391	7	379	6	1,915	10	464	8	886	3	117	11	423	6	78	64
1	(D)	3	58	2	(D)	3	(D)	6	181	...	(D)	4	153	2	(D)	65
4	1,182	14	1,058	13	694	10	3,107	15	715	6	567	7	416	11	(D)	3	(D)	66
1	(D)	4	220	2	(D)	2	(D)	6	333	5	310	4	254	14	512	3	(D)	67
1	(D)	5	120	7	309	3	400	2	(D)	3	375	68
31	2,349	19	(D)	28	660	52	8,550	181	8,688	57	(D)	20	927	64	2,525	54	692	69
15	433	8	543	3	148	15	3,486	44	1,304	20	2,377	7	377	30	3,481	9	404	70
111	26,064	190	14,717	187	16,045	135	44,857	255	13,956	101	18,772	54	4,148	366	28,243	129	10,408	71
4	184	1	(D)	9	269	5	(D)	5	278	2	(D)	2	(D)	8	279	1	(D)	72
8	3,462	42	2,939	22	2,412	25	6,283	33	1,457	21	4,815	10	(D)	50	3,922	20	(D)	73
1	(D)	14	706	8	964	5	2,273	13	670	5	1,023	3	206	18	1,309	7	157	74
39	18,229	113	10,665	82	7,738	56	24,770	93	6,276	27	6,725	26	2,816	180	12,108	47	2,337	75
59	(D)	20	(D)	66	4,662	44	(D)	105	5,275	46	(D)	13	478	110	10,725	54	840	76

CODE

CODE

004	ALLENTOWN - BETHLEHEM - EASTON
005	ALTOONA
045	ERIE
059	HARRISBURG
067	JOHNSTOWN
072	LANCASTER

CODE

CODE	
107	PHILADELPHIA
109	PITTSBURGH
117	READING
134	SCRANTON
163	WILKES - BARRE
167	YORK
168	YOUNGSTOWN, OH

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
★ PLACES OF 100,000 AND OVER (1950)
STANDARD METROPOLITAN AREAS

FIELD OFFICES of the U. S. DEPARTMENT OF COMMERCE



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909 First Avenue

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
|---|--|--|
| Retail Trade
<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
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<input type="checkbox"/> Subject Bulletins
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<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
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|---|--|--|
- ☐ Public Merchandise Warehouses
☐ 1954 Census of Business—Puerto Rico

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

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DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

**PENALTY FOR PRIVATE USE TO AVOID
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1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-39

RHODE ISLAND

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
RHODE ISLAND

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	10,392	5,982	843,118	765,746	10,318	6,064	695,253	630,123
Food stores.....	2,115	1,057	197,194	173,348	2,990	1,311	172,230	143,694
Eating, drinking places.....	1,917	1,427	63,886	57,698	2,066	1,455	59,051	52,844
General merchandise group.....	655	197	81,656	74,612	295	173	73,244	71,761
Apparel, accessories stores.....	748	552	69,159	66,355	818	547	68,334	65,044
Furniture, home furnishings, appliance dealers.....	570	356	37,109	34,319	478	322	35,604	33,326
Automotive group.....	388	322	139,371	137,175	390	316	98,561	95,655
Gasoline service stations.....	956	568	45,872	35,666	1,065	556	30,646	21,906
Lumber, bldg. matls., hardware, farm equipment dealers..	395	241	52,197	49,759	314	225	41,088	39,713
Drug stores, proprietary stores.....	355	323	31,031	30,241	365	315	25,579	24,563
Other retail stores.....	1,666	828	99,433	86,265	1,506	815	84,380	75,103
Nonstore retailers.....	627	111	26,210	20,308	31	29	6,536	6,514

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Rhode Island, total.....	10,392	5,982	843,118	765,746	91,250	37,384	29,303	10,127	2,115	197,194	1,917	63,886
2	Bristol County.....	390	194	22,816	19,158	1,765	717	553	367	97	8,102	57	1,352
3	Kent County.....	1,066	612	80,528	72,420	7,697	3,232	2,464	1,000	204	22,094	192	6,037
4	Warwick.....	492	262	35,639	31,739	3,298	1,354	1,046	458	98	12,159	83	3,209
5	Remainder of County.....	574	350	44,889	40,681	4,399	1,878	1,418	542	106	9,935	109	2,828
6	Newport County.....	758	534	56,823	52,547	5,582	2,556	2,065	760	145	16,049	152	5,061
7	Newport.....	491	363	37,435	34,803	3,915	1,754	1,468	479	94	8,295	92	3,020
8	Remainder of County.....	267	171	19,388	17,744	1,667	802	597	281	51	7,754	60	2,041
9	Providence County.....	7,523	4,223	634,131	576,535	71,563	28,956	22,725	7,354	1,572	133,120	1,381	47,698
10	Central Falls.....	265	143	10,927	8,859	763	368	273	281	75	4,922	61	1,458
11	Cranston.....	527	265	36,223	31,559	2,930	1,230	957	544	108	11,666	73	2,353
12	Pawtucket.....	1,072	654	100,587	93,281	11,393	4,942	3,652	1,042	211	20,954	200	7,066
13	Providence.....	3,642	2,088	350,782	323,942	44,441	17,208	13,799	3,483	752	61,251	653	25,862
14	Woonsocket.....	752	452	54,110	49,612	5,779	2,449	1,914	684	167	14,887	129	3,686
15	Remainder of County.....	1,265	621	81,502	69,282	6,257	2,759	2,130	1,320	259	24,440	265	7,273
16	Washington County.....	655	419	48,820	45,086	4,643	1,923	1,496	646	97	12,829	135	3,738

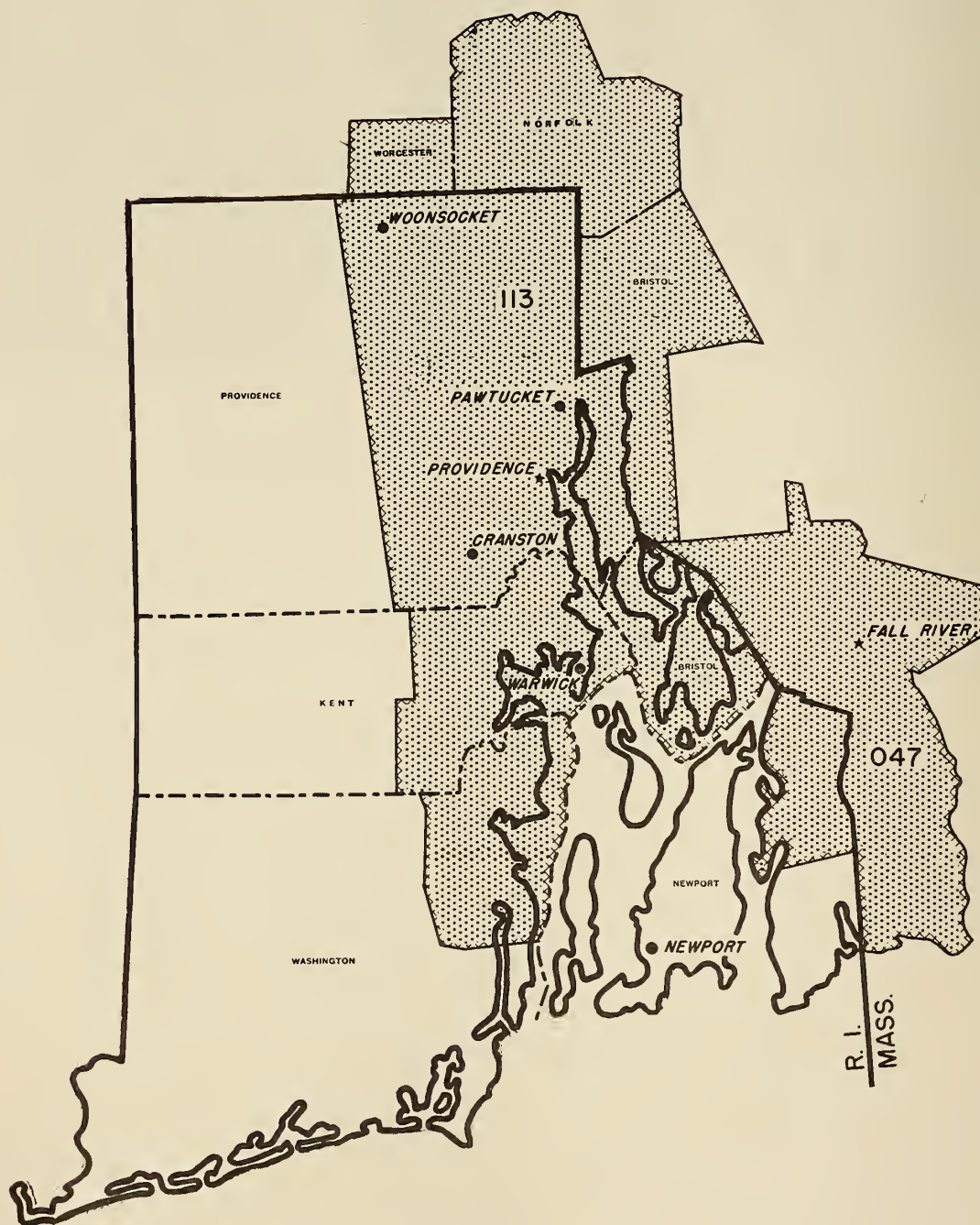
Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXXX Not applicable. (Z) Less than \$500. ... Represents zero.

BY COUNTIES: CITIES OF 2,500 INHABITANTS OR MORE

Payroll, and Personnel

Kind-of-business group - Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establish-ments (Number)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	Establish-ments (No.)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	Establish-ments (No.)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)	Establish-ments (Number)	Sales (\$1,000)		
655	31,656	748	69,159	570	37,109	388	139,371	956	45,872	395	52,197	355	31,031	1,666	99,433	627	26,210	1	
30	892	32	1,263	28	1,354	9	3,580	37	1,457	15	1,339	15	1,155	49	2,143	21	179	2	
67	3,637	63	3,687	64	3,603	52	15,171	126	5,182	51	5,596	39	3,136	146	10,100	62	2,285	3	
28	824	18	480	28	601	24	6,378	62	2,671	23	2,026	16	1,383	60	3,701	52	2,207	4	
39	2,813	45	3,207	36	3,002	28	8,793	64	2,511	28	3,570	23	1,753	86	6,399	10	78	5	
34	3,509	69	3,102	47	3,148	32	8,727	72	3,209	21	4,679	22	2,300	146	6,259	18	780	6	
23	2,977	68	(D)	33	2,831	17	5,846	30	1,607	11	3,262	14	1,464	98	(D)	11	578	7	
11	532	1	(D)	14	317	15	2,881	42	1,602	10	1,417	8	836	48	(D)	7	202	8	
489	70,059	539	59,129	390	27,236	263	105,465	635	32,587	273	34,573	267	23,234	1,203	73,356	511	22,674	9	
17	393	6	153	11	506	4	248	19	825	7	367	5	255	44	1,189	16	611	10	
38	1,153	27	860	25	1,311	14	7,101	67	2,977	23	2,424	24	2,339	64	3,112	64	927	11	
75	7,589	86	13,087	65	4,780	38	20,681	87	4,418	35	3,960	40	5,088	184	10,723	51	2,241	12	
238	54,823	316	36,827	206	15,641	123	54,890	235	14,134	110	19,354	132	10,727	631	45,912	246	11,361	13	
56	3,763	77	6,973	40	2,539	28	9,097	56	2,562	21	3,697	16	1,632	107	4,596	55	678	14	
65	2,338	27	1,229	43	2,459	56	13,448	171	7,671	77	4,771	50	3,193	173	7,824	79	6,956	15	
35	3,559	45	1,978	41	1,768	32	6,428	86	3,437	35	6,010	12	1,206	122	7,575	15	292	16	

RHODE ISLAND (5 COUNTIES)



STANDARD METROPOLITAN AREAS


CODE

047 FALL RIVER, MASS.
113 PROVIDENCE

LEGEND

● PLACES OF 25,000 TO 100,000 (1950)

★ PLACES OF 100,000 AND OVER (1950)

 STANDARD METROPOLITAN AREAS

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade	Wholesale Trade	Selected Service Trades
<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins	<input type="checkbox"/> Census Volumes	<input type="checkbox"/> Census Volumes
<input type="checkbox"/> Census Volumes		
<input type="checkbox"/> Public Merchandise Warehouses		
<input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

18158

1954 Census of Business

RETAIL TRADE

November 1955

Series: PR-1-40

SOUTH CAROLINA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15 .

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

SOUTH CAROLINA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	20,583	11,919	1,520,456	1,347,042	20,949	12,019	1,144,491	1,030,652
Food stores.....	5,986	2,194	376,134	303,866	7,789	2,930	275,127	218,891
Eating, drinking places.....	2,153	1,419	62,527	53,783	2,746	1,532	44,947	39,398
General merchandise group.....	1,399	929	171,233	160,503	1,398	983	158,071	150,553
Apparel, accessories stores.....	1,202	1,044	89,959	87,261	931	804	72,561	70,516
Furniture, home furnishings, appliance dealers.....	1,092	854	91,560	87,304	897	763	68,781	66,961
Automotive group.....	1,268	920	299,258	285,916	1,051	910	210,794	203,512
Gasoline service stations.....	2,684	1,662	127,415	104,637	2,519	1,481	66,905	55,983
Lumber, bldg. matls., hardware, farm equipment dealers.....	861	719	113,910	109,758	718	637	93,045	91,161
Drug stores, proprietary stores.....	672	596	48,575	46,375	562	520	35,229	37,048
Other retail stores.....	2,666	1,432	124,152	96,100	2,303	1,426	110,536	88,152
Nonstore retailers.....	600	150	15,733	11,539	35	33	8,495	8,477

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales.

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	South Carolina, total.....	20,583	11,919	1,520,456	1,347,042	139,470	68,901	55,472	19,909	5,986	376,134	2,153	62,527
2	Abbeville County.....	206	110	11,066	9,496	821	413	323	201	57	2,822	17	479
3	Abbeville.....	113	65	7,489	6,681	587	293	230	109	26	1,868	12	393
4	Honea Path (part) ¹	2	2	(0)	(0)	(0)	(0)	(0)	(0)
5	Remainder of County.....	91	43	(D)	(D)	(D)	(D)	(D)	(D)	31	954	5	8
6	Aiken County.....	646	318	43,741	36,999	3,081	1,480	1,241	665	237	14,702	70	1,692
7	Aiken.....	245	137	24,639	22,079	1,857	887	756	236	68	7,544	26	488
8	Jackson.....	31	11	1,040	668	30	20	15	35	16	383	4	37
9	New Ellenton.....	28	16	1,423	1,029	89	36	35	29	3	211	5	47
10	North Augusta.....	69	33	3,705	3,119	280	119	102	75	27	660	10	267
11	Remainder of County.....	273	121	12,934	10,104	825	418	333	290	123	5,904	25	853
12	Allendale County.....	135	75	6,536	5,180	470	278	221	123	33	1,698	16	447
13	Anderson County.....	941	551	67,572	60,202	6,326	2,972	2,419	904	279	14,819	103	3,005
14	Anderson.....	484	294	43,192	39,802	4,627	2,101	1,734	432	130	7,647	53	1,752
15	Belton.....	90	50	5,046	4,310	402	210	163	92	26	1,535	11	154
16	Honea Path (part) ¹	55	39	4,658	4,366	313	156	117	53	16	1,025	4	117
17	Williamston.....	75	43	3,695	3,167	328	146	123	69	21	991	5	177
18	Remainder of County.....	237	125	10,981	8,557	656	352	282	258	86	3,621	30	805
19	Bamberg County.....	205	133	10,548	9,398	733	458	339	179	43	2,371	25	513
20	Bamberg.....	89	57	4,485	3,855	354	224	161	77	24	1,229	9	261
21	Denmark.....	56	38	3,437	3,181	221	137	98	46	11	836	9	111
22	Remainder of County.....	60	38	2,626	2,362	158	97	80	56	8	306	7	141
23	Barnwell County.....	224	102	11,773	9,713	786	369	303	223	65	3,735	21	177
24	Williston.....	56	32	3,418	3,184	254	136	110	57	7	887	7	51
25	Remainder of County.....	168	70	8,355	6,529	532	233	193	166	58	2,848	14	126
26	Beaufort County.....	198	116	16,351	14,363	1,263	598	502	192	66	4,187	24	679
27	Beaufort.....	99	75	11,423	10,963	1,018	441	374	92	22	2,589	7	340
28	Remainder of County.....	99	41	4,928	3,400	245	157	128	100	44	1,598	17	339
29	Berkeley County.....	236	96	9,988	7,932	664	351	283	226	116	3,421	13	263
30	Calhoun County.....	100	46	5,833	4,863	445	201	144	106	48	2,072	2	(D)
31	Charleston County.....	1,702	1,116	159,896	147,998	16,511	7,968	6,849	1,646	457	38,722	268	8,484
32	Charleston.....	1,112	778	119,818	113,118	13,528	6,302	5,465	1,071	287	23,570	176	6,256
33	Remainder of County.....	590	338	40,078	34,880	2,983	1,666	1,384	575	170	15,152	92	2,228
34	Cherokee County.....	306	164	17,777	15,011	1,505	828	656	313	101	5,824	34	9
35	Gaffney.....	199	115	13,997	12,267	1,273	681	541	196	63	4,392	16	552
36	Remainder of County.....	107	49	3,780	2,744	232	147	115	117	38	1,432	18	406
37	Chester County.....	302	168	17,804	15,582	1,567	811	624	299	81	4,637	25	533
38	Chester.....	174	110	11,595	10,619	1,122	601	447	164	38	2,727	15	259
39	Remainder of County.....	128	58	6,209	4,963	445	210	177	135	43	1,910	10	334
40	Chesterfield County.....	325	197	17,906	15,340	1,329	769	545	318	101	4,345	22	547
41	Cheraw.....	117	75	8,104	7,196	664	376	279	109	30	2,216	9	316
42	Remainder of County.....	208	122	9,802	8,144	665	393	266	209	71	2,129	13	231
43	Clarendon County.....	246	130	12,321	10,377	812	510	380	255	102	3,674	16	491
44	Manning.....	90	64	6,800	6,422	506	301	217	94	23	1,443	8	166
45	Remainder of County.....	156	66	5,521	3,955	306	209	163	161	79	2,231	8	325
46	Colleton County.....	278	126	15,386	12,270	1,138	620	505	288	92	4,155	28	723
47	Walterboro.....	174	94	12,265	10,703	1,034	548	450	179	35	2,571	17	446
48	Remainder of County.....	104	32	3,121	1,567	104	72	55	109	57	1,584	11	277
49	Darlington County.....	509	261	31,119	26,423	2,678	1,430	1,118	496	187	8,622	38	1,137
50	Darlington.....	193	87	9,585	7,853	808	470	357	189	75	2,817	18	374
51	Hartsville.....	170	108	15,184	13,588	1,508	773	603	161	41	3,624	11	322
52	Remainder of County.....	146	66	6,350	4,982	362	187	158	146	71	2,181	9	441
53	Dillon County.....	266	158	16,932	14,744	1,364	783	594	249	73	4,077	21	960
54	Dillon.....	155	91	10,446	9,360	881	487	353	135	45	2,477	10	252
55	Remainder of County.....	111	67	6,486	5,384	483	296	241	114	28	1,600	11	708
56	Dorchester County.....	223	113	13,305	11,021	896	463	330	225	80	4,090	14	261
57	Summerville.....	79	47	6,333	5,347	529	229	178	82	28	2,121	7	173
58	Remainder of County.....	144	66	6,972	5,674	367	234	152	143	52	1,969	7	88
59	Edgefield County.....	167	89	12,261	10,647	696	383	287	183	44	1,977	11	183
60	Edgefield.....	65	35	4,539	4,095	307	166	123	73	19	806	3	57
61	Remainder of County.....	102	54	7,722	6,552	389	217	164	110	25	1,171	8	126
62	Fairfield County.....	172	90	8,637	7,037	629	358	261	162	56	2,756	10	204
63	Winnsboro.....	89	59	5,279	4,835	451	265	180	75	24	1,820	2	(D)
64	Remainder of County.....	83	31	3,358	2,202	178	93	81	87	32	936	8	(D)
65	Florence County.....	828	514	65,917	60,069	6,209	3,102	2,467	793	234	12,968	83	2,344
66	Florence.....	422	286	41,585	39,075	4,340	2,075	1,698	381	100	8,022	52	1,827
67	Lake City.....	127	95	11,331	10,689	910	496	372	119	28	1,964	6	196
68	Remainder of County.....	279	133	13,001	10,305	959	531	397	293	106	2,982	25	721
69	Georgetown County.....	319	177	21,687	18,641	1,848	910	773	296	97	5,411	34	1,062
70	Andrewa (part) ²	64	38	4,137	3,771	376	169	149	51	12	731	8	61
71	Georgetown.....	174	110	14,924	13,174	1,322	628	527	163	45	3,494	10	355
72	Remainder of County.....	81	29	2,626	1,696	150	113	97	82	40	1,186	16	646

Standard Notes: (D) Withheld to avoid disclosure.

¹Honea Path is in Abbeville and Anderson counties.

(NA) Not available. XXXX Not applicable.

²Andrew is in Georgetown and Williamsburg counties.

(Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group - Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Estab-lish-ments (Number)	Sales (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Estab-lish-ments (No.)	Sales (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Estab-lish-ments (No.)	Sales (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
1,399	171,233	1,202	89,959	1,092	91,560	1,268	299,258	2,684	127,415	861	113,910	672	48,575	2,666	124,152	600	15,733	1
13	863	12	366	7	543	14	2,417	40	1,224	9	723	10	628	23	941	4	60	2
6	712	8	244	5	(D)	9	1,950	24	700	6	341	4	464	11	429	2	(D)	3
...	(D)	(D)	4
7	151	3	(D)	2	(D)	5	467	16	524	3	382	6	164	11	(D)	2	(D)	5
29	2,200	17	1,552	29	2,094	33	9,002	100	5,173	21	2,468	22	1,857	72	2,789	16	212	6
8	1,344	15	1,479	14	839	17	6,500	34	1,778	8	1,619	8	861	42	2,062	5	125	7
3	145	1	(D)	3	(D)	1	(D)	3	110	8
2	(D)	...	(D)	2	(D)	2	(D)	6	225	1	(D)	2	(D)	5	117	9
1	(D)	...	(D)	4	206	3	1,337	8	612	1	(D)	2	(D)	10	213	3	(D)	10
15	597	2	(D)	9	(D)	10	811	49	(D)	10	569	7	465	15	397	8	(D)	11
14	474	3	(D)	7	218	8	(D)	23	1,131	9	583	4	182	15	540	3	47	12
42	8,389	54	3,060	59	5,548	70	15,496	141	5,217	25	3,310	29	2,298	105	5,714	34	716	13
14	7,052	34	2,525	32	3,709	44	10,159	68	2,325	12	2,241	16	1,458	55	3,818	26	506	14
3	244	7	247	6	430	4	(D)	14	461	2	(D)	3	235	12	383	2	(D)	15
3	135	5	(D)	3	182	6	2,195	7	251	3	337	2	(D)	6	156	16
6	238	2	(D)	5	483	5	326	16	612	2	(D)	2	(D)	8	298	3	(D)	17
16	720	6	109	13	744	11	(D)	36	1,568	6	292	6	381	24	1,059	3	(D)	18
20	1,100	14	451	10	386	12	1,963	24	1,104	15	1,427	12	277	24	938	6	18	19
5	395	5	157	4	116	6	1,021	14	614	2	(D)	5	95	13	486	2	(D)	20
5	231	3	192	2	(D)	5	(D)	5	225	8	824	2	(D)	4	150	2	(D)	21
10	474	6	102	4	(D)	1	(D)	5	265	5	(D)	5	(D)	7	302	2	(D)	22
24	1,089	5	171	11	473	12	2,540	30	1,277	9	763	5	323	38	1,203	4	22	23
5	186	2	(D)	2	(D)	4	1,169	10	287	3	(D)	2	(D)	14	334	24
19	903	3	(D)	9	(D)	8	1,371	20	990	6	(D)	3	(D)	24	869	4	22	25
11	573	10	1,033	17	1,072	7	4,222	18	1,075	7	1,266	7	494	22	1,098	9	652	26
7	341	10	1,033	12	946	5	(D)	8	597	6	(D)	3	334	15	654	4	16	27
4	232	5	126	2	(D)	10	478	1	(D)	4	160	7	444	5	636	28
29	1,609	5	140	9	492	9	1,683	18	855	9	796	4	342	22	(D)	2	(D)	29
9	295	7	377	1	(D)	6	1,559	8	339	3	(D)	3	147	11	438	2	(D)	30
77	19,190	156	13,107	101	11,131	54	26,223	152	10,876	49	13,596	67	5,575	251	11,506	70	1,486	31
37	16,705	134	11,836	80	9,859	34	22,830	79	5,328	27	9,496	43	3,849	175	8,946	40	1,143	32
40	2,485	22	1,271	21	1,272	20	3,393	73	5,548	22	4,100	24	1,726	76	2,560	30	343	33
16	1,487	15	940	17	988	22	2,755	47	1,613	12	1,001	7	(D)	33	1,386	2	(D)	34
11	1,243	14	(D)	15	(D)	17	2,430	31	1,155	8	(D)	4	408	18	1,058	2	(D)	35
5	244	1	(D)	2	(D)	5	325	16	458	4	(D)	3	(D)	15	328	36
21	1,193	17	1,512	16	1,040	16	3,358	40	1,988	17	1,316	10	626	49	1,412	10	129	37
6	488	16	(D)	10	714	7	1,919	22	1,416	13	883	7	453	33	(D)	7	110	38
15	705	1	(D)	6	326	9	1,439	18	572	4	433	3	173	16	(D)	3	19	39
23	1,573	18	764	12	453	28	4,718	48	2,062	18	1,221	12	555	39	1,646	4	22	40
6	608	10	491	5	297	12	2,123	18	825	7	493	4	233	14	(D)	2	(D)	41
17	965	8	273	7	156	16	2,595	30	1,237	11	728	8	322	25	(D)	2	(D)	42
32	1,594	3	205	8	199	8	2,682	29	1,285	10	876	6	308	28	983	4	24	43
9	896	2	(D)	4	100	6	(D)	13	504	8	(D)	2	(D)	13	411	2	(D)	44
23	698	1	(D)	4	99	2	(D)	16	781	2	(D)	4	(D)	15	572	2	(D)	45
19	1,079	18	1,381	12	830	13	2,034	30	1,045	12	1,676	10	683	35	1,305	9	475	46
9	704	18	1,381	9	735	11	(D)	22	775	11	(D)	8	(D)	27	1,043	7	(D)	47
10	375	3	95	2	(D)	8	270	1	(D)	2	(D)	8	262	2	(D)	48
31	4,323	22	1,215	18	1,313	43	5,573	53	2,108	26	2,327	15	853	68	3,339	8	309	49
5	794	8	682	8	(D)	12	1,175	21	741	7	427	8	364	27	1,596	4	(D)	50
9	2,804	13	(D)	8	751	16	2,951	21	1,101	12	1,246	4	401	32	1,328	3	(D)	51
17	725	1	(D)	2	(D)	15	1,447	11	266	7	654	3	88	9	415	1	(D)	52
23	1,508	17	1,033	15	716	14	2,928	31	1,550	16	2,084	7	437	42	1,585	7	54	53
10	1,095	12	793	10	623	7	1,934	13	751	6	1,037	4	297	32	(D)	6	(D)	54
13	413	5	240	5	93	7	994	18	799	10	1,047	3	140	10	(D)	1	(D)	55
16	1,102	9	556	9	393	8	1,874	33	1,475	9	799	8	526	28	2,156	9	73	56
6	465	1	(D)	4	247	5	(D)	6	442	3	257	3	221	12	657	4	42	57
10	637	8	(D)	5	146	3	(D)	27	1,033	6	542	5	305	16	1,499	5	31	58
15	820	5	(D)	6	(D)	15	4,667	17	886	10	1,524	7	473	35	1,274	2	(D)	59
5	353	1	(D)	2	(D)	5	1,792	4	586	4	222	3	148	12	365	2	(D)	60
10	467	4	115	4	132	10	2,875	4	300	6	1,302	4	325	23	909	61
22	1,459	9	312	8	305	13	1,581	9	909	8	399	5	271	18	407	4	34	62
7	569	9	312	5	244	7	869	9	490	7	(D)	3	(D)	14	334	2	(D)	63
15	790	3	61	6	712	10	419	1	(D)	2	(D)	4	73	2	(D)	64
57	8,915	67	4,770	54	3,314	43	15,013	96	4,518	41	5,433	27	1,873	108	5,916	18	853	65
10	5,877	49	3,770	27	2,143	23	8,936	45	2,518	18	3,888	16	868	68	3,390	14	746	66
11	940	11	647	13	646	11	4,063	16	628	9	791	5	373	16	(D)	1	(D)	67
36	2,098	7	353	14	525	9	2,014	35	1,372	14	754	6	632	24	(D)	3	(D)	68
24	1,644	18	943	15	1,360	18	4,499	33	1,494	16	2,383	12	686	40	1,883	12	322	69
8	330	4	(D)	5	516	4	(D)	10	371	7	(D)	3	130	2	(D)	1	(D)	70
11	1,113	14	(D)	10	844	13	3,313	17	1,029	8	1,723	9	556	30	1,549	7	(D)	71
5	201	1	(D)	6	94	1	(D)	8	(D)	4	22	72

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Greenville County.....	1,798	1,090	173,668	157,634	17,710	8,387	6,830	1,743	408	39,287	202	6,918
2	Greenville.....	1,044	680	123,289	115,185	13,725	6,398	5,280	946	179	25,073	137	4,611
3	Greer (part) ³	145	105	15,051	13,693	1,485	758	559	144	24	3,432	13	509
4	Remainder of County.....	609	305	35,328	28,756	2,500	1,231	991	653	205	10,782	52	1,798
5	Greenwood County.....	489	287	33,326	29,608	3,029	1,474	1,197	448	132	8,767	57	1,397
6	Greenwood.....	334	192	24,918	22,314	2,363	1,122	916	299	91	6,885	35	802
7	Remainder of County.....	155	95	8,408	7,294	666	352	281	149	41	1,882	22	595
8	Hampton County.....	220	108	10,445	8,325	698	394	313	214	72	2,932	10	251
9	Horry County.....	565	337	43,723	38,461	3,657	1,704	1,419	528	126	9,115	82	2,589
10	Conway.....	185	121	18,286	16,882	1,640	842	669	158	48	3,819	14	288
11	Myrtle Beach.....	152	104	12,396	11,394	1,128	445	392	137	18	2,280	42	1,534
12	Remainder of County.....	228	112	13,041	10,185	889	417	358	233	60	3,016	26	767
13	Jasper County.....	139	65	6,313	5,045	439	241	192	130	46	1,663	11	323
14	Kershaw County.....	316	178	19,553	16,821	1,665	864	680	291	103	5,669	32	859
15	Camden.....	168	114	13,998	13,076	1,355	707	549	140	38	3,486	22	587
16	Remainder of County.....	148	64	5,555	3,745	310	157	131	151	65	2,183	10	272
17	Lancaster County.....	334	204	23,442	20,722	2,016	991	768	394	118	6,856	39	794
18	Lancaster.....	220	142	17,230	15,592	1,585	734	580	102	76	5,049	26	520
19	Remainder of County.....	114	62	6,212	5,130	431	257	188	112	42	1,807	13	274
20	Laurens County.....	443	230	24,350	21,112	2,121	1,131	881	427	150	6,891	39	680
21	Clinton.....	126	82	9,535	8,811	879	426	328	109	41	2,355	11	193
22	Laurens.....	190	110	10,650	9,370	1,004	566	443	187	55	3,184	19	359
23	Remainder of County.....	127	47	4,165	2,931	238	139	110	131	54	1,352	9	128
24	Lee County.....	184	84	9,480	7,796	656	385	284	189	55	2,199	13	(D)
25	Bishopville.....	122	68	7,754	6,834	581	332	245	126	28	1,515	12	136
26	Remainder of County.....	62	16	1,726	962	75	53	39	63	28	684	1	(D)
27	Lexington County.....	474	256	30,636	26,472	1,993	1,084	837	477	184	8,329	42	978
28	Batesburg (part) ⁴	78	50	7,033	6,615	538	267	210	64	14	1,033	10	156
29	Cayce.....	52	26	2,156	1,756	125	100	79	53	23	539	4	89
30	West Columbia.....	77	47	7,730	7,160	524	256	200	80	26	3,338	8	197
31	Remainder of County.....	267	133	13,717	10,941	806	461	348	280	85	3,419	20	536
32	McCormick County.....	108	38	3,719	2,345	188	113	83	113	39	1,141	4	180
33	Marion County.....	293	189	20,499	18,043	1,718	896	714	273	72	3,843	22	466
34	Marion.....	114	76	7,693	6,471	660	345	258	102	25	1,980	6	159
35	Mullins.....	112	80	9,449	8,967	842	431	350	101	18	1,154	12	193
36	Remainder of County.....	67	33	3,357	2,605	216	120	106	70	29	709	4	114
37	Marlboro County.....	253	153	15,883	14,061	1,506	855	587	235	66	4,482	22	415
38	Bennettsville.....	147	85	9,150	8,094	1,019	586	390	129	42	2,642	15	249
39	McColl.....	45	33	2,186	1,960	199	124	88	43	10	789	7	166
40	Remainder of County.....	61	35	4,547	4,007	288	145	109	63	14	1,051
41	Newberry County.....	362	214	19,543	16,907	1,618	907	732	346	100	5,214	22	439
42	Newberry.....	188	134	12,206	11,252	1,193	670	537	164	45	3,343	15	220
43	Whitmore.....	52	26	2,546	2,222	181	98	83	52	18	963	3	(D)
44	Remainder of County.....	122	54	4,791	3,433	244	139	112	130	37	902	4	(D)
45	Oconee County.....	311	191	19,946	17,524	1,667	902	664	311	88	5,446	39	855
46	Seneca.....	106	84	8,995	8,481	820	424	302	96	23	2,361	10	191
47	Walhalla.....	81	41	5,446	4,418	418	243	172	85	20	1,391	13	188
48	Remainder of County.....	124	66	5,505	4,633	429	235	190	130	45	1,694	16	476
49	Orangeburg County.....	691	377	42,604	36,116	3,556	1,984	1,507	707	214	11,748	60	1,578
50	Orangeburg.....	289	189	24,843	22,315	2,510	1,358	1,007	276	62	6,291	28	892
51	Remainder of County.....	402	188	17,721	13,801	1,046	626	500	431	152	5,457	32	686
52	Pickens County.....	375	229	24,633	21,213	1,858	936	711	386	97	7,316	48	849
53	Easley.....	138	90	11,115	10,019	958	438	351	141	25	2,199	20	430
54	Remainder of County.....	237	139	13,518	11,194	900	498	360	245	72	5,117	28	419
55	Richland County.....	1,464	976	162,407	151,715	18,588	8,371	7,183	1,308	337	32,029	186	9,025
56	Columbia.....	1,188	832	149,723	141,221	17,761	7,837	6,731	1,022	243	27,360	153	8,255
57	Eau Claire.....	56	24	3,041	2,499	240	120	94	58	16	1,466	5	83
58	Forest Acres.....	5	3	843	817	68	11	9	8	2	(D)
59	Remainder of County.....	215	117	8,800	7,178	789	403	349	220	76	(D)	28	687
60	Saluda County.....	131	49	5,497	4,045	271	140	114	129	35	1,294	10	182
61	Batesburg (part) ⁴	7	1	133	(D)	(D)	(D)	(D)	(D)	2	(D)	2	(D)
62	Remainder of County.....	124	48	5,364	(D)	(D)	(D)	(D)	(D)	33	(D)	8	(D)
63	Spartanburg County.....	1,293	777	110,401	99,015	10,889	5,299	4,180	1,272	357	27,231	152	4,168
64	Greer (part) ³	18	8	942	514	38	29	21	20	8	359
65	Spartanburg.....	620	412	71,902	67,648	8,212	3,912	3,119	547	136	15,121	94	2,618
66	Woodruff.....	82	44	5,396	4,726	394	193	147	81	28	1,344	7	181
67	Remainder of County.....	573	313	32,161	26,127	2,245	1,165	893	624	185	10,407	51	1,369
68	Sumter County.....	490	300	39,346	35,700	4,062	1,939	1,473	476	162	10,476	45	1,117
69	Sumter.....	378	236	34,019	31,215	3,640	1,681	1,277	359	120	8,347	29	792
70	Remainder of County.....	112	64	5,327	4,485	422	258	196	117	42	2,129	16	325
71	Union County.....	270	166	17,556	15,754	1,648	905	664	254	82	5,560	34	705
72	Union.....	149	101	13,000	12,220	1,367	714	527	137	45	3,305	17	404
73	Remainder of County.....	121	65	4,556	3,534	281	191	137	117	37	2,255	17	301

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

³Greer is in Greenville and Spartanburg counties.⁴Batesburg is in Lexington and Saluda counties.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
84	26,009	111	10,243	112	11,329	153	33,344	260	13,697	80	12,635	62	5,237	265	12,625	61	2,344	1	
42	23,331	84	8,624	80	8,600	74	22,423	137	8,353	37	6,552	36	3,636	196	9,983	42	2,103	2	
7	1,156	13	1,250	12	1,168	24	3,703	14	891	5	1,044	4	598	23	1,264	6	36	3	
35	1,522	14	369	20	1,561	55	7,218	109	4,453	38	5,039	22	1,003	46	1,378	13	205	4	
31	3,372	32	2,425	25	2,348	31	6,308	69	2,543	20	2,297	13	1,140	63	2,360	16	369	5	
10	2,092	24	1,973	22	2,181	25	4,807	41	1,635	9	1,275	8	939	57	2,101	12	228	6	
21	1,280	8	452	3	167	6	1,501	28	908	11	1,022	5	201	6	259	4	141	7	
22	705	7	314	11	374	15	2,951	34	971	9	986	7	271	25	610	8	80	8	
51	7,681	32	2,005	25	1,558	32	8,388	96	3,742	23	3,400	19	1,355	74	3,716	5	174	9	
12	2,839	14	1,080	12	849	14	5,040	23	1,022	9	1,497	7	417	30	(D)	2	(D)	10	
9	2,898	14	734	8	445	8	1,706	30	1,451	3	90	4	464	13	(D)	3	(D)	11	
30	1,944	4	191	5	264	10	1,642	43	1,269	11	1,813	8	474	31	1,661	12	
8	300	4	114	9	257	4	(D)	25	848	6	661	5	143	17	(D)	4	61	13	
25	2,236	18	577	13	967	28	3,959	43	1,954	13	1,658	13	723	22	899	6	52	14	
11	1,425	15	537	10	915	19	3,191	15	969	10	1,515	8	508	16	(D)	4	(D)	15	
14	811	3	40	3	52	9	768	28	985	3	143	5	215	6	(D)	2	(D)	16	
23	2,503	21	1,437	25	1,730	25	6,192	29	1,446	9	784	13	547	24	993	8	160	17	
10	1,337	17	1,239	19	1,421	18	4,630	14	902	7	(D)	7	435	21	(D)	5	86	18	
13	1,166	4	198	6	309	7	1,562	15	544	2	(D)	6	112	3	(D)	3	74	19	
39	2,696	28	1,347	15	1,072	23	4,538	60	2,451	20	1,639	11	740	41	1,946	17	350	20	
7	1,316	8	251	10	578	8	2,421	12	766	11	727	4	316	9	554	5	58	21	
10	753	19	(D)	5	494	10	(D)	31	1,148	5	733	5	(D)	24	1,061	7	(D)	22	
22	527	1	(D)	5	(D)	17	537	4	179	2	(D)	8	331	5	(D)	23	
25	1,261	8	219	7	(D)	10	2,499	15	708	11	1,055	4	270	34	820	2	(D)	24	
10	735	8	219	5	270	10	2,499	10	477	11	1,055	4	270	24	578	25	
15	526	2	(D)	5	231	10	242	2	(D)	26	
33	1,645	12	942	18	1,459	33	5,481	82	4,741	25	3,519	18	788	50	1,842	13	912	27	
7	221	5	628	4	563	12	3,115	8	315	4	677	3	176	11	149	28	
2	(D)	3	207	8	871	2	(D)	3	115	7	136	29	
1	(D)	2	(D)	4	...	6	1,098	6	549	6	(D)	4	202	9	469	5	(D)	30	
23	1,324	5	(D)	7	(D)	15	1,268	60	3,006	13	1,459	8	295	23	1,088	8	(D)	31	
12	408	6	194	4	(D)	5	642	16	354	1	(D)	2	(D)	19	429	32	
23	2,774	19	1,228	22	1,381	28	3,979	38	1,475	10	2,030	9	(D)	50	2,583	...	(D)	33	
11	1,108	5	334	8	570	14	(D)	17	537	4	(D)	3	315	21	752	...	(D)	34	
8	1,470	14	894	8	460	11	2,386	14	567	4	817	5	383	18	1,125	35	
4	196	6	351	3	(D)	7	371	2	(D)	1	(D)	11	706	36	
24	3,040	17	423	13	580	13	1,275	38	1,489	14	1,756	10	430	31	1,641	5	352	37	
7	1,068	12	367	9	437	12	(D)	16	712	5	703	6	280	20	1,278	3	(D)	38	
5	441	2	(D)	1	(D)	1	(D)	8	189	4	249	2	(D)	4	88	1	(D)	39	
12	1,531	3	(D)	3	(D)	...	(D)	14	588	5	804	2	(D)	7	275	1	(D)	40	
38	2,145	19	1,188	18	981	28	3,932	46	1,682	13	1,198	8	698	63	1,948	7	118	41	
12	911	16	1,127	11	556	21	2,959	19	685	7	682	5	458	37	1,259	42	
6	210	3	61	2	(D)	4	583	3	(D)	1	(D)	1	(D)	11	192	43	
20	1,024	5	(D)	3	390	24	(D)	5	(D)	2	(D)	15	497	7	118	44	
24	1,546	14	1,406	18	1,018	29	3,804	38	1,617	17	2,127	10	563	30	1,552	4	12	45	
7	697	6	807	11	699	13	1,767	12	547	6	1,037	4	(D)	12	618	2	(D)	46	
8	413	4	436	2	(D)	5	967	13	638	4	595	4	(D)	8	446	47	
9	436	4	163	5	(D)	11	1,070	13	432	7	495	2	(D)	10	488	2	(D)	48	
46	3,982	39	2,502	32	2,240	36	8,014	104	3,936	29	2,978	23	1,303	85	3,686	23	637	49	
15	2,135	27	1,993	18	1,455	21	5,463	35	1,974	10	1,411	9	791	48	1,916	16	562	50	
31	1,847	12	509	14	785	15	2,551	69	1,962	19	1,567	14	512	37	1,770	7	75	51	
26	1,746	19	803	22	1,680	31	5,470	49	2,403	20	1,561	16	1,065	36	1,652	11	88	52	
9	824	10	415	11	1,317	16	3,142	16	878	8	629	3	426	14	799	6	56	53	
17	922	9	388	11	363	15	2,328	33	1,525	12	932	13	639	22	853	5	32	54	
54	18,710	125	13,271	95	13,212	79	34,643	169	11,651	55	8,680	54	4,597	237	14,304	73	2,285	55	
36	17,963	120	13,003	84	12,614	68	34,292	132	9,790	44	7,264	50	4,319	204	13,091	54	1,772	56	
5	115	2	(D)	1	(D)	6	164	8	561	1	(D)	5	359	7	120	57	
...	(D)	1	(D)	2	(D)	58	
13	632	3	(D)	10	(D)	5	187	28	(D)	11	1,416	3	(D)	26	(D)	12	393	59	
30	723	4	116	3	344	5	1,289	26	669	6	284	3	161	9	435	60	
2	(D)	1	(D)	61	
28	(D)	4	116	3	344	5	1,289	26	669	5	(D)	3	161	9	435	62	
76	12,790	60	6,198	64	6,596	97	21,489	207	8,809	45	7,698	37	3,930	149	9,996	49	1,496	63	
1	(D)	4	338	3	201	2	(D)	64	
19	9,508	45	5,578	34	4,933	51	15,751	81	4,166	21	3,099	22	3,035	94	7,513	23	580	65	
6	608	4	136	4	334	3	(D)	14	324	2	(D)	3	186	9	246	2	(D)	66	
50	(D)	11	484	26	1,329	39	(D)	109	4,118	22	(D)	12	709	46	2,237	22	902	67	
34	4,145	35	3,362	28	2,910	18	6,276	54	3,679	20	3,770	14	1,077	67	2,389	13	145	68	
18	3,374	34	(D)	23	2,860	15	5,920	46	2,836	16	3,361	14	(D)	53	(D)	10	80	69	
16	771	1	(D)	5	50	3	356	8	843	4	409	...	(D)	14	(D)	3	65	70	
20	1,378	15	1,533	10	957	18	2,961	40	1,674	12	1,118	9	592	17	810	13	268	71	
7	961	12	1,479	8	(D)	15	2,895	12	948	9	782	4	482	14	(D)	6	220	72	
13	417	3	54	2	(D)	3	66	28	726	3	336	5	110	3	(D)	7	48	73	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Sales	Establishments	Sales
		(Number)	(Number)	(\$1,000)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)
1	Williamsburg County.....	349	179	20,616	16,944	1,502	777	560	329	117	4,704	4	208
2	Andrews (part) ²	16	6	1,025	841	45	22	18	13	10	443
3	Kingstree.....	153	91	11,490	10,046	1,014	510	357	130	34	2,065	3	(D)
4	Remainder of County.....	180	82	8,101	6,057	443	245	185	186	73	2,196	1	(D)
5	York County.....	697	383	48,514	42,358	4,374	2,167	1,735	677	213	12,857	83	2,124
6	Clover.....	70	34	3,174	2,620	297	132	119	71	27	889	9	226
7	Fort Mill.....	66	38	4,746	4,172	331	176	137	64	22	1,131	3	65
8	Rock Hill.....	350	206	29,820	26,634	2,961	1,422	1,148	329	101	7,978	38	1,076
9	York.....	102	54	6,588	5,476	509	294	207	99	26	1,517	11	180
10	Remainder of County.....	109	51	4,186	3,456	276	143	124	114	37	1,342	22	577

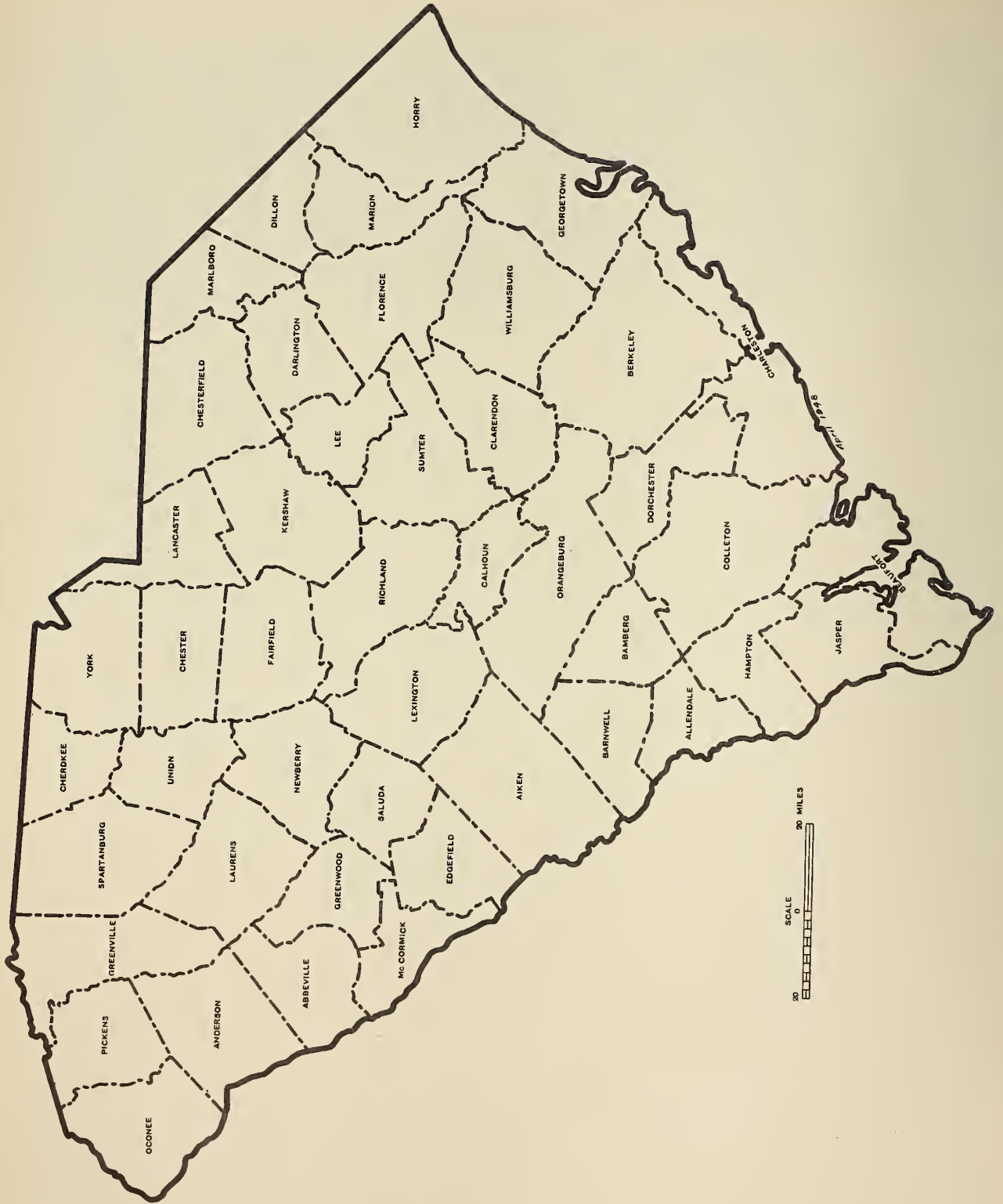
Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

²Andrews is in Georgetown and Williamsburg counties.

Payroll, and Personnel

Kind-of-business group—Continued																	Line No.	
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)		Sales (\$1,000)
42	2,633	16	892	21	1,465	18	4,130	42	1,877	17	1,500	7	384	62	2,812	3	11	
1	(01)	5	(01)	2	(01)	
14	1,031	9	546	11	602	8	2,973	22	834	11	1,210	4	305	36	1,768	1	(01)	
27	(D)	7	346	10	863	10	1,157	17	(D)	6	290	3	79	24	(D)	2	(01)	
42	4,326	40	2,933	41	3,417	43	8,679	74	3,795	35	4,137	16	1,488	90	4,561	20	197	
6	151	3	186	3	231	7	433	3	148	5	642	7	268	
2	(01)	6	202	8	(D)	4	(D)	8	609	3	545	2	(01)	8	202	
12	2,869	23	2,029	25	2,326	23	5,483	37	1,944	17	2,564	7	971	56	2,506	11	74	
7	630	8	516	4	190	6	1,080	11	548	10	386	3	284	12	1,193	4	64	
15	(D)	1	(01)	3	(01)	15	546	4	(D)	7	392	5	59	

SOUTH CAROLINA



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade	Wholesale Trade	Selected Service Trades
<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins	<input type="checkbox"/> Census Volumes	<input type="checkbox"/> Census Volumes
<input type="checkbox"/> Census Volumes		
<input type="checkbox"/> Public Merchandise Warehouses		
<input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

1954 Census of Business RETAIL TRADE

January 1956

Series: PR-1-41

SOUTH DAKOTA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
SOUTH DAKOTA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	8,338	6,096	678,789	637,699	8,974	6,474	620,225	575,456
Food stores.....	1,149	797	120,833	112,203	1,633	1,082	104,915	94,239
Eating, drinking places.....	1,513	1,177	44,962	40,854	1,641	1,198	42,296	37,369
General merchandise group.....	420	312	64,048	61,226	385	305	68,931	67,288
Apparel, accessories stores.....	420	344	27,415	26,225	374	283	26,988	25,692
Furniture, home furnishings, appliance dealers.....	345	261	21,504	20,064	436	331	25,406	23,575
Automotive group.....	540	460	134,563	132,239	625	533	109,271	106,035
Gasoline service stations.....	1,040	664	49,226	41,290	1,236	694	43,179	34,460
Lumber, bldg. matls., hardware, farm equipment dealers..	1,268	1,092	129,813	126,003	1,452	1,196	141,531	134,701
Drug stores, proprietary stores.....	269	243	19,621	19,165	275	247	16,302	15,641
Other retail stores.....	1,051	721	61,702	55,722	909	599	39,611	34,665
Nonstore retailers.....	323	25	5,102	2,708	8	6	1,795	1,791

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales.

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	South Dakota, total.....	8,338	6,096	678,789	637,699	60,910	26,374	21,359	8,310	1,149	120,833	1,513	44,962
2	Aurora County.....	44	34	2,569	2,311	140	88	57	46	6	456	7	193
3	Beadle County.....	295	223	25,065	23,789	2,492	1,138	893	301	43	5,019	51	1,522
4	Huron.....	228	182	22,255	21,379	2,333	1,050	829	232	34	4,669	39	1,310
5	Remainder of County.....	67	41	2,810	2,410	159	88	64	69	9	350	12	212
6	Bennett County.....	54	28	2,825	2,165	176	83	70	53	11	559	7	152
7	Bon Homme County.....	130	102	7,570	7,110	485	274	201	134	25	1,972	23	537
8	Brookings County.....	185	147	18,892	18,186	1,561	721	583	186	28	3,346	33	867
9	Brookings.....	114	100	14,739	14,499	1,344	628	498	118	11	2,283	24	701
10	Remainder of County.....	71	47	4,143	3,697	217	93	85	68	17	1,063	9	166
11	Brown County.....	399	317	42,195	40,777	4,253	2,022	1,637	330	61	7,897	64	2,841
12	Aberdeen.....	297	243	36,920	36,118	4,456	1,842	1,497	247	41	6,729	49	2,497
13	Remainder of County.....	102	74	5,275	4,659	397	180	140	83	20	1,166	15	344
14	Brule County.....	102	80	8,778	7,742	721	316	243	99	15	1,429	19	831
15	Buffalo County.....	6	6	368	368	23	12	9	6	2	(D)	1	(D)
16	Butte County.....	114	88	11,770	11,292	1,096	444	392	122	14	2,118	14	555
17	Belle Fourche.....	81	65	9,628	9,384	931	355	317	88	7	1,668	10	438
18	Remainder of County.....	33	23	2,142	1,908	165	89	75	34	7	450	4	117
19	Campbell County.....	37	23	1,678	1,436	90	47	35	52	4	273	9	148
20	Charles Mix County.....	167	129	12,894	11,938	852	451	323	166	18	2,858	35	1,077
21	Clark County.....	96	76	5,625	5,305	352	178	135	81	18	995	17	247
22	Clay County.....	105	83	7,877	7,349	638	342	240	116	15	1,869	21	425
23	Vermillion.....	69	59	6,207	6,007	565	307	215	76	8	1,294	13	273
24	Remainder of County.....	36	24	1,670	1,342	73	35	25	40	7	595	8	152
25	Codington County.....	281	199	27,577	26,291	2,909	1,197	995	262	28	4,084	61	1,640
26	Watertown.....	242	178	26,317	25,279	2,850	1,170	974	218	23	3,857	48	1,482
27	Remainder of County.....	39	21	1,260	1,012	59	27	21	44	5	227	13	156
28	Corson County.....	55	37	3,496	3,170	189	87	79	52	12	629	9	162
29	Custer County.....	87	61	4,656	4,260	382	227	197	101	12	1,188	16	467
30	Davison County.....	257	187	27,368	26,120	2,711	1,086	898	253	29	4,165	57	1,957
31	Mitchell.....	211	163	25,528	24,598	2,603	1,033	858	202	22	3,971	45	1,702
32	Remainder of County.....	46	24	1,840	1,522	108	53	40	51	7	214	12	255
33	Day County.....	155	115	8,427	7,881	649	302	255	155	23	1,404	25	431
34	Webster.....	59	51	4,831	4,695	445	180	156	56	8	814	8	189
35	Remainder of County.....	96	64	3,596	3,186	204	122	99	99	15	990	17	242
36	Deuel County.....	98	62	4,981	4,343	269	139	104	90	11	753	11	148
37	Dewey County.....	51	39	2,870	2,708	183	96	79	47	8	485	8	114
38	Douglas County.....	82	56	4,431	4,059	223	125	94	96	9	720	15	225
39	Edmunds County.....	77	67	4,414	4,310	355	167	138	69	11	598	7	159
40	Fall River County.....	127	111	10,683	10,037	953	430	367	161	11	1,757	35	1,170
41	Hot Springs.....	76	68	6,558	6,410	627	266	241	87	5	1,048	20	461
42	Remainder of County.....	51	43	4,125	3,627	326	164	126	74	6	709	15	709
43	Faulk County.....	83	49	3,811	3,237	191	86	74	93	11	773	16	276
44	Grant County.....	130	88	7,835	7,211	676	294	235	118	13	1,118	20	435
45	Milbank.....	80	64	5,932	5,700	585	253	201	74	6	893	17	380
46	Remainder of County.....	50	24	1,903	1,511	91	41	34	44	7	225	3	55
47	Gregory County.....	124	80	7,047	6,351	423	213	163	135	23	1,396	29	559
48	Haakon County.....	47	41	4,562	4,484	364	163	123	50	4	628	7	291
49	Hamlin County.....	98	64	4,173	3,651	241	124	103	100	12	921	18	281
50	Hand County.....	73	55	5,660	5,334	386	192	153	78	10	573	18	431
51	Hanson County.....	57	35	2,365	2,185	133	57	43	49	8	391	6	106
52	Harding County.....	19	11	1,223	1,021	80	30	26	27	4	182	3	(D)
53	Hughes County.....	137	117	13,061	12,681	1,512	548	469	119	13	2,724	34	1,057
54	Pierre.....	111	95	12,026	11,706	1,441	513	438	98	9	2,499	29	982
55	Remainder of County.....	26	22	1,035	975	71	35	31	21	4	225	5	75
56	Hutchinson County.....	153	109	9,996	9,088	580	313	242	161	26	1,441	17	467
57	Hyde County.....	39	37	2,240	(D)	(D)	(D)	(D)	(D)	8	520	4	100
58	Jackson County.....	42	28	2,190	2,024	162	64	54	45	8	483	1	(D)
59	Jerauld County.....	60	46	3,326	2,884	236	126	100	62	13	837	12	214

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

BY COUNTIES: CITIES OF 2,500 INHABITANTS OR MORE

5

Payroll, and Personnel

Kind-of-business group — Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
420	64,048	420	27,415	345	21,504	540	134,563	1,040	49,226	1,268	129,813	269	19,621	1,051	61,702	323	5,102	1
3	211	2	(D)	1	(D)	5	250	14	1,000	3	94	3	251	2
10	3,191	19	1,556	9	913	22	4,414	36	1,838	33	3,817	5	508	49	2,027	18	260	3
8	(D)	19	1,556	8	(D)	17	4,232	23	1,287	22	3,103	4	(D)	40	1,430	14	232	4
2	(D)	1	(D)	5	182	13	551	11	714	1	(D)	9	597	4	28	5
9	763	1	(D)	5	220	12	536	1	(D)	6	334	2	(D)	6
6	319	7	256	8	324	6	1,078	17	575	21	1,835	5	256	10	(D)	2	(D)	7
11	1,860	8	433	5	426	9	3,563	18	1,002	27	4,964	7	534	25	1,781	14	106	8
7	1,757	8	433	5	426	7	(D)	11	797	13	3,556	5	(D)	15	1,420	8	74	9
4	103	2	(D)	7	205	14	1,408	2	(D)	10	361	6	32	10
12	5,255	32	3,217	14	1,898	24	7,903	48	2,530	50	5,816	11	1,141	70	3,617	13	80	11
9	5,138	32	3,217	14	1,898	20	(D)	30	1,967	29	4,557	9	(D)	51	2,726	13	80	12
3	117	4	(D)	18	563	21	1,259	2	(D)	19	891	13
6	524	3	103	4	26	10	2,498	13	713	13	1,464	4	305	13	(D)	2	(D)	14
1	(D)	1	(D)	1	(D)	15
6	947	4	166	4	186	12	2,537	18	1,038	26	3,225	4	377	12	621	16
3	562	4	166	4	186	12	2,537	12	628	19	2,607	3	(D)	7	(D)	17
3	385	6	410	7	618	1	(D)	5	(D)	18
6	199	1	(D)	1	(D)	1	(D)	5	79	7	800	1	(D)	2	(D)	19
9	481	7	212	5	(D)	8	1,039	18	887	29	3,340	5	209	25	(D)	8	60	20
7	397	1	(D)	4	63	7	778	11	450	19	1,955	3	151	9	(D)	21
6	600	3	101	7	429	7	1,354	12	603	16	1,522	3	287	13	(D)	2	(D)	22
4	(D)	3	101	6	(D)	6	(D)	6	382	10	1,229	2	(D)	9	424	2	(D)	23
2	(D)	1	(D)	1	(D)	6	221	6	293	1	(D)	4	(D)	24
9	3,224	18	1,269	14	1,087	27	7,004	34	1,993	32	4,124	6	600	37	2,345	15	207	25
5	3,147	18	1,269	14	1,087	24	6,761	28	(D)	25	3,730	6	600	36	(D)	15	207	26
4	77	3	243	6	(D)	7	394	1	(D)	27
3	340	2	(D)	1	(D)	4	211	13	1,146	2	(D)	9	514	28
7	323	3	129	2	(D)	7	729	14	588	4	346	2	(D)	19	687	1	(D)	29
8	3,058	13	1,773	13	750	16	6,545	35	1,834	26	4,286	6	722	42	2,178	12	80	30
7	(D)	13	1,773	12	(D)	16	6,545	25	1,510	17	3,529	5	(D)	39	2,094	10	(D)	31
1	(D)	1	(D)	10	324	9	757	1	(D)	3	84	2	(D)	32
8	457	8	314	5	210	10	1,394	20	668	28	2,033	6	266	16	1,224	6	26	33
3	288	6	(D)	5	210	6	1,019	5	343	12	1,127	2	(D)	4	385	34
5	169	2	(D)	4	375	15	325	16	906	4	(D)	12	839	6	26	35
8	291	2	(D)	2	(D)	2	(D)	21	516	23	1,200	2	(D)	10	1,365	6	26	36
6	367	1	(D)	2	(D)	2	(D)	5	221	7	838	4	116	6	353	2	(D)	37
5	312	4	(D)	3	35	7	737	13	348	18	1,731	3	164	5	(D)	38
6	272	3	27	3	(D)	7	789	6	282	22	1,561	2	(D)	10	628	39
9	1,318	7	(D)	6	341	10	2,076	18	930	13	1,447	4	441	12	795	2	(D)	40
3	(D)	...	322	4	341	5	1,713	10	571	4	85	2	(D)	8	576	2	(D)	41
6	(D)	1	(D)	5	363	8	359	4	597	2	(D)	4	219	42
5	175	3	76	2	(D)	4	623	12	333	14	1,066	4	212	8	(D)	4	62	43
8	567	4	108	5	295	9	1,358	12	539	27	1,868	5	239	21	1,270	6	38	44
3	429	4	108	5	295	9	1,358	11	(D)	10	1,203	4	(D)	11	540	45
5	138	1	(D)	17	665	1	(D)	10	730	6	38	46
3	168	5	187	5	87	6	831	12	683	22	2,405	3	159	14	(D)	2	(D)	47
4	204	3	133	2	(D)	5	400	9	1,019	1	(D)	12	535	48
4	99	1	(D)	3	46	6	415	13	390	26	1,525	5	106	8	355	2	(D)	49
5	464	1	(D)	4	(D)	5	724	6	1,256	12	1,022	2	(D)	8	828	2	(D)	50
2	(D)	2	(D)	9	122	11	643	2	(D)	9	763	8	28	51
3	160	...	(D)	3	469	4	156	1	(D)	1	(D)	52
4	905	13	931	7	554	16	3,119	12	1,036	15	1,460	4	495	15	762	4	18	53
3	(D)	13	931	7	554	14	(D)	8	857	11	1,209	3	(D)	12	701	2	(D)	54
1	(D)	2	(D)	4	179	4	251	1	(D)	3	61	2	(D)	55
8	756	5	163	9	344	7	1,236	16	566	32	3,809	5	202	15	907	13	105	56
1	(D)	3	90	2	(D)	3	(D)	6	182	8	799	1	(D)	3	(D)	57
1	(D)	7	123	2	(D)	11	453	6	470	2	(D)	4	240	58
3	323	2	(D)	1	(D)	2	(D)	3	207	17	1,100	2	(D)	5	191	59

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

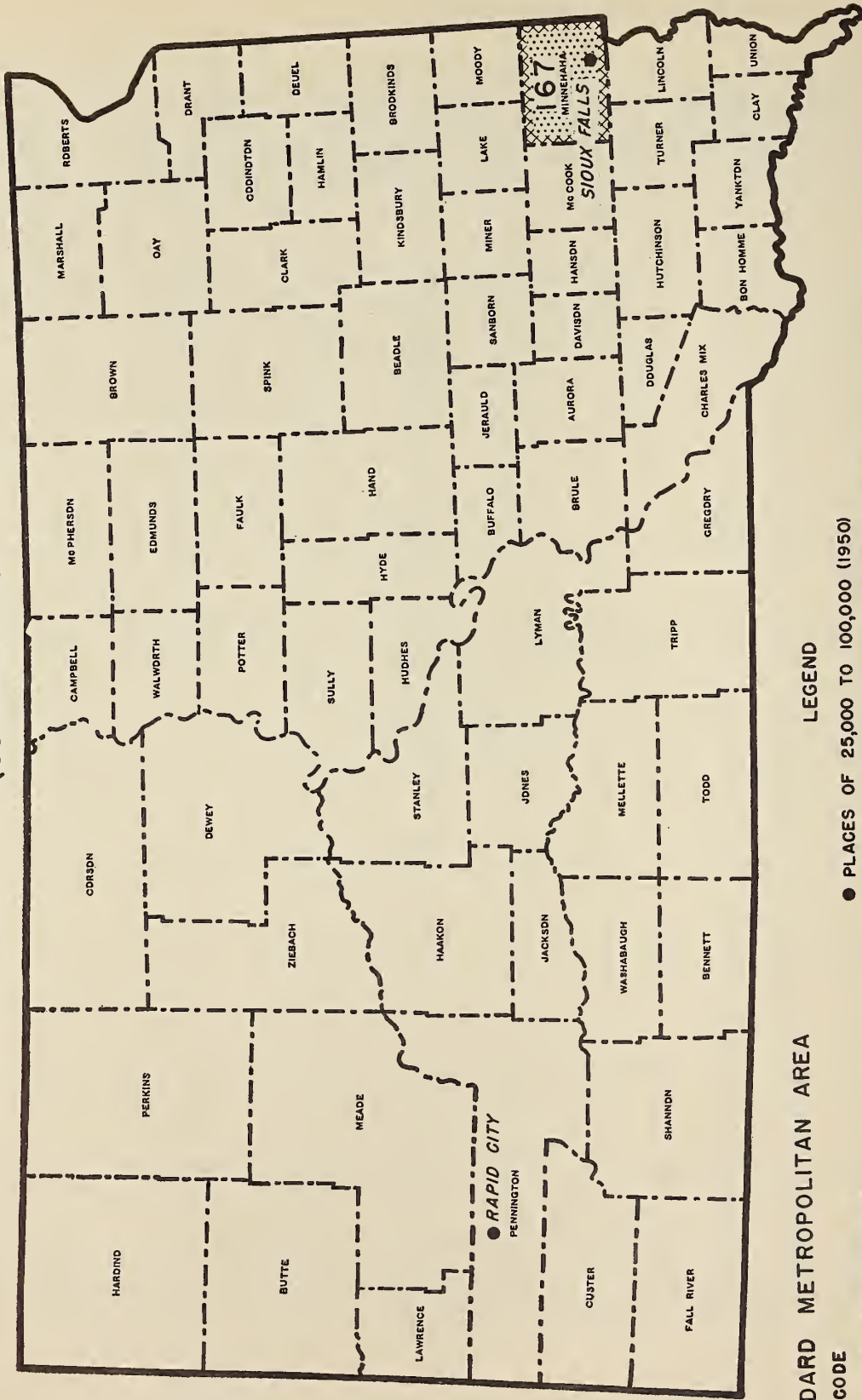
Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Sales	Establishments	Sales
		(Number)	(Number)	(\$1,000)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)
1	Jones County.....	39	31	1,973	1,761	143	53	45	42	4	293	7	210
2	Kingsbury County.....	155	103	8,790	7,896	538	293	224	154	27	1,772	20	433
3	Lake County.....	160	112	11,367	10,467	1,019	481	400	159	28	2,412	23	622
4	Madison.....	106	88	9,689	9,355	930	444	369	103	16	2,079	13	459
5	Remainder of County.....	54	24	1,678	1,112	89	37	31	56	12	333	10	163
6	Lawrence County.....	222	172	15,963	14,987	1,422	692	544	233	39	4,356	47	1,326
7	Deadwood.....	79	63	7,556	7,352	757	328	264	78	9	1,423	20	624
8	Lead.....	59	45	3,424	3,220	309	177	138	54	16	1,378	11	248
9	Spearfish.....	55	47	3,661	3,529	297	153	112	60	7	1,001	11	363
10	Remainder of County.....	29	17	1,322	886	59	34	30	41	7	554	5	91
11	Lincoln County.....	155	107	11,026	10,092	678	307	236	147	16	952	22	359
12	Canton.....	59	49	4,685	4,553	339	153	118	53	6	287	8	168
13	Remainder of County.....	96	58	6,341	5,539	339	154	118	94	10	665	14	191
14	Lyman County.....	60	32	2,857	2,167	171	91	77	61	6	526	6	128
15	McCook County.....	129	85	8,323	7,719	571	279	221	138	15	1,262	18	665
16	McPherson County.....	77	51	4,484	4,034	285	155	129	73	9	733	12	266
17	Marshall County.....	91	67	5,912	5,524	479	169	138	87	9	499	15	338
18	Meade County.....	131	81	7,806	6,960	632	346	283	148	22	2,373	22	602
19	Sturgis.....	72	54	5,327	5,133	464	255	218	81	7	1,432	13	388
20	Remainder of County.....	59	27	2,479	1,827	168	91	65	67	15	941	9	214
21	Mellette County.....	26	20	859	717	39	18	12	24	6	233	6	85
22	Miner County.....	81	55	4,360	3,826	307	163	132	81	16	990	12	349
23	Minnehaha County.....	881	645	99,351	95,213	10,992	4,359	3,532	822	107	16,615	187	6,383
24	Sioux Falls.....	676	514	85,620	82,938	10,258	4,022	3,262	622	83	15,190	158	5,846
25	Remainder of County.....	205	131	13,731	12,275	734	337	270	200	24	1,425	29	537
26	Moody County.....	109	67	5,953	5,145	385	202	147	120	15	1,169	17	435
27	Pennington County.....	475	385	67,174	65,324	7,363	2,731	2,286	509	59	11,694	111	5,633
28	Rapid City.....	370	310	62,427	61,233	6,981	2,558	2,137	398	42	10,734	84	4,919
29	Remainder of County.....	105	75	4,747	4,091	382	173	149	111	17	960	27	714
30	Perkins County.....	87	65	7,480	7,058	580	246	213	83	9	1,162	12	367
31	Lemmon.....	69	55	6,580	6,352	533	219	190	65	6	1,015	8	(D)
32	Remainder of County.....	18	10	900	706	47	27	23	18	3	147	4	(D)
33	Potter County.....	82	64	5,521	5,127	396	167	140	78	12	1,006	15	268
34	Roberts County.....	170	116	9,091	8,413	666	348	286	159	25	1,329	39	739
35	Sisseton.....	52	46	4,656	4,538	408	216	189	54	9	585	8	305
36	Remainder of County.....	118	70	4,435	3,875	258	132	97	105	16	744	31	434
37	Sanborn County.....	60	40	4,387	4,031	230	100	84	64	11	696	10	208
38	Shannon County.....	18	12	952	828	73	31	26	20	4	262	5	45
39	Spink County.....	145	107	9,837	9,321	800	360	292	142	27	2,150	26	603
40	Redfield.....	60	56	6,173	6,275	594	252	208	59	10	1,255	9	387
41	Remainder of County.....	85	51	3,464	3,046	206	108	84	83	17	895	17	216
42	Stanley County.....	29	21	2,949	2,655	174	65	60	27	4	(D)	5	381
43	Sully County.....	29	19	2,070	1,774	104	55	42	29	4	348	1	(D)
44	Todd County.....	25	15	991	789	50	29	25	25	5	274	3	(D)
45	Tripp County.....	127	91	13,205	12,539	1,034	422	354	124	11	1,792	18	640
46	Winner.....	86	70	11,974	11,684	971	396	331	84	5	(D)	15	566
47	Remainder of County.....	41	21	1,231	855	63	26	23	40	6	(D)	3	74
48	Turner County.....	182	118	9,783	8,541	572	319	246	183	25	1,765	23	413
49	Union County.....	140	112	9,181	8,767	707	374	285	131	22	1,202	31	833
50	Walworth County.....	134	96	9,751	9,205	853	339	284	131	15	1,767	34	887
51	Mobridge.....	75	63	6,161	6,029	667	259	218	67	7	1,262	19	634
52	Remainder of County.....	59	33	3,590	3,176	186	80	66	64	8	505	15	253
53	Washabaugh County.....	7	1	135	(D)	(D)	(D)	(D)	(D)	3	109
54	Yankton County.....	229	163	21,750	20,538	2,145	905	732	240	24	3,867	36	1,299
55	Yankton.....	187	143	20,059	19,255	2,077	869	706	185	18	3,635	30	1,168
56	Remainder of County.....	42	20	1,691	1,283	68	36	26	55	6	232	6	131
57	Ziebach County.....	17	13	1,020	896	53	24	18	14	3	278	...	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group - Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
5	314	2	(D)	9	440	5	256	1	(D)	6	123	1	
15	710	4	55	4	262	8	1,739	13	418	30	2,525	3	156	17	570	14	150	2	
7	977	4	253	11	483	7	2,456	17	729	21	1,739	4	254	28	1,356	10	86	3	
5	(D)	4	253	9	(D)	7	2,456	8	377	15	1,293	3	(D)	20	1,107	6	46	4	
2	(D)	2	(D)	9	352	6	446	1	(D)	8	249	4	40	5	
12	1,535	20	1,093	9	728	10	3,035	26	1,315	10	916	8	(D)	39	969	2	(D)	6	
4	875	7	370	3	(D)	6	2,367	6	300	4	481	3	189	15	418	2	(D)	7	
3	356	6	427	4	170	6	318	3	292	10	235	8	
2	(D)	6	(D)	2	(D)	4	668	5	304	6	435	2	(D)	10	223	9	
3	(D)	1	(D)	9	393	4	93	10	
8	884	10	376	8	(D)	7	1,954	25	748	29	2,851	6	332	21	(D)	3	(D)	11	
3	509	6	210	2	(D)	3	815	4	247	13	1,302	3	191	8	(D)	3	(D)	12	
5	375	4	166	6	106	4	1,139	21	501	16	1,549	3	141	13	1,508	13	
3	154	2	(D)	2	(D)	25	782	9	676	3	81	4	189	14	
15	575	3	47	2	(D)	12	1,791	11	414	23	2,272	5	143	16	(D)	9	130	15	
6	341	4	378	3	170	5	973	8	216	17	1,026	3	180	6	171	4	30	16	
5	346	5	166	7	2,173	14	358	19	1,468	4	170	11	(D)	2	(D)	17	
10	632	13	429	3	60	6	999	15	608	20	1,368	6	231	10	488	4	16	18	
3	401	9	329	3	60	5	(D)	7	432	11	889	5	(D)	7	321	2	(D)	19	
7	231	4	100	1	(D)	8	176	9	479	1	(D)	3	167	2	(D)	20	
...	...	1	(D)	4	247	2	(D)	2	(D)	1	(D)	4	120	21	
4	(D)	2	(D)	2	(D)	8	544	6	210	19	1,434	3	188	7	200	2	(D)	22	
26	13,549	57	5,664	53	4,376	53	21,406	107	5,659	85	11,902	28	3,265	123	9,444	55	1,068	23	
12	12,859	56	(D)	46	4,218	44	19,198	67	4,212	46	8,747	24	3,067	97	(D)	43	982	24	
14	690	1	(D)	7	158	9	2,208	40	1,447	39	3,155	4	198	26	(D)	12	106	25	
3	120	6	218	3	113	7	869	14	332	22	2,155	2	(D)	16	(D)	4	14	26	
9	5,029	40	3,279	26	2,763	34	18,918	58	4,800	32	9,130	14	2,307	64	3,259	28	362	27	
7	(D)	34	3,108	25	(D)	32	(D)	38	3,702	22	8,517	11	(D)	49	2,886	26	(D)	28	
2	(D)	6	171	1	(D)	2	(D)	20	1,098	10	613	3	(D)	15	373	2	(D)	29	
6	748	7	232	5	155	4	1,154	13	631	18	1,792	2	(D)	9	1,066	2	(D)	30	
3	(D)	7	232	5	155	4	1,154	8	489	15	1,452	2	(D)	9	1,069	2	(D)	31	
3	(D)	5	142	3	340	32	
3	137	4	260	4	161	5	1,142	11	431	16	1,428	2	(D)	8	570	2	(D)	33	
10	1,417	3	140	6	(D)	10	1,654	19	526	39	2,342	5	286	12	428	2	(D)	34	
4	1,179	2	(D)	3	180	6	1,042	5	150	9	605	2	(D)	4	254	35	
6	238	1	(D)	3	(D)	4	612	14	376	30	1,737	3	(D)	8	174	2	(D)	36	
4	66	3	81	1	(D)	2	(D)	6	385	15	1,271	2	(D)	4	862	2	(D)	37	
3	265	1	(D)	1	(D)	2	(D)	1	(D)	1	(D)	38	
4	384	5	336	8	266	7	1,482	19	958	29	3,022	4	254	10	358	6	24	39	
3	(D)	5	336	5	(D)	5	(D)	7	513	11	1,993	3	(D)	2	(D)	40	
1	(D)	3	(D)	2	(D)	12	445	18	1,029	1	(D)	8	(D)	6	24	41	
1	(D)	5	375	6	197	2	(D)	3	(D)	3	(D)	42	
1	(D)	2	(D)	3	702	4	147	7	570	1	(D)	4	49	2	(D)	43	
2	(D)	2	(D)	11	268	2	(D)	44	
13	2,271	7	286	6	(D)	10	3,507	22	892	20	1,771	4	228	14	1,356	2	(D)	45	
6	2,076	7	286	4	(D)	10	3,507	8	482	16	1,572	2	(D)	11	1,281	2	(D)	46	
7	195	2	(D)	14	410	4	199	2	(D)	3	75	47	
9	662	5	136	8	244	10	1,836	23	698	38	2,852	9	331	25	804	7	42	48	
10	665	3	120	2	(D)	13	2,068	12	669	26	2,018	8	426	11	1,129	2	(D)	49	
2	(D)	7	(D)	7	251	10	1,740	18	753	22	2,659	4	235	15	414	50	
2	(D)	6	317	5	(D)	9	(D)	8	409	8	588	2	(D)	9	210	51	
...	...	1	(D)	2	(D)	1	(D)	10	344	14	2,071	2	(D)	6	204	52	
4	26	53	
6	(D)	15	1,439	13	1,379	22	3,320	27	1,362	32	3,256	6	621	36	1,631	12	(D)	54	
5	1,889	15	1,439	13	1,379	21	(D)	23	1,191	24	2,841	6	621	24	1,129	8	(D)	55	
1	(D)	1	(D)	4	171	8	415	12	502	4	(D)	56	
2	(D)	1	(D)	3	66	1	(D)	3	252	1	(D)	3	151	57	

SOUTH DAKOTA (68 COUNTIES)



LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950) - NONE
- STANDARD METROPOLITAN AREA

STANDARD METROPOLITAN AREA

CODE
138 SIOUX FALLS

U. S. DEPARTMENT OF COMMERCE

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Peachtree and Seventh St. Bldg.
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Phone: Main 1-8100

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Phone: Mutual 3300, Ext. 496

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to Bureau of the Census, Washington 25, D. C.

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade	Wholesale Trade	Selected Service Trades
<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins	<input type="checkbox"/> Census Volumes	<input type="checkbox"/> Census Volumes
<input type="checkbox"/> Census Volumes		
	<input type="checkbox"/> Public Merchandise Warehouses	
	<input type="checkbox"/> 1954 Census of Business—Puerto Rico	

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

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Street Address _____ City _____ Zone _____ State _____

1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-42

TENNESSEE

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
TENNESSEE

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	31,056	18,670	2,758,637	2,511,021	32,591	19,638	2,085,308	1,902,705
Food stores.....	8,737	3,417	639,802	527,110	11,672	4,325	454,025	349,227
Eating, drinking places.....	4,313	3,105	135,161	120,687	5,375	3,631	114,835	104,039
General merchandise group.....	2,388	1,356	329,626	302,148	2,687	1,514	299,260	278,538
Apparel, accessories stores.....	1,732	1,496	174,134	170,166	1,413	1,213	142,017	139,494
Furniture, home furnishings, appliance dealers.....	1,564	1,154	133,163	125,271	1,447	1,176	116,284	112,351
Automotive group.....	1,782	1,328	556,266	543,954	1,544	1,355	381,422	374,582
Gasoline service stations.....	3,388	2,380	200,602	175,734	3,211	2,228	112,731	98,814
Lumber, bldg. matls., hardware, farm equipment dealers..	1,488	1,194	205,445	197,517	1,437	1,237	173,055	168,758
Drug stores, proprietary stores.....	1,050	890	76,985	74,119	1,013	863	62,605	60,311
Other retail stores.....	3,464	2,176	225,527	203,753	2,730	2,036	166,089	153,608
Nonstore retailers.....	1,150	174	81,926	70,562	62	60	62,985	62,983

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group					
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places		
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)	
1	Tennessee, total.....	31,056	18,670	2,758,637	2,511,021	261,632	121,853	103,253	33,842	8,737	639,802	4,313	135,161	
2	Anderson County.....	363	245	45,246	42,738	4,330	2,011	1,663	396	70	15,451	50	2,878	
3	Clinton.....	108	62	10,172	9,006	927	412	335	132	20	2,712	9	277	
4	Remainder of County.....	255	183	35,074	33,732	3,403	1,599	1,328	264	50	12,739	41	2,601	
5	Bedford County.....	252	146	16,587	14,511	1,448	736	614	268	71	3,910	25	609	
6	Shelbyville.....	196	124	15,054	13,724	1,389	695	578	212	46	3,179	18	489	
7	Remainder of County.....	56	22	1,533	787	59	41	36	56	25	731	7	120	
8	Benton County.....	126	56	6,696	5,448	362	205	171	126	29	1,046	20	376	
9	Bledsoe County.....	49	23	2,661	1,939	118	61	51	52	19	796	7	118	
10	Blount County.....	427	257	45,538	41,124	3,892	1,665	1,417	484	135	15,191	54	1,926	
11	Alcoa.....	23	17	1,301	1,075	127	81	76	31	9	635	8	299	
12	Maryville.....	263	159	35,833	33,363	3,270	1,325	1,120	285	74	11,557	31	1,206	
13	Remainder of County.....	141	81	8,354	6,696	495	259	221	168	52	2,999	15	421	
14	Bradley County.....	350	194	29,433	25,425	2,546	1,194	943	388	77	6,136	42	1,330	
15	Cleveland.....	317	173	27,670	23,868	2,418	1,140	900	347	69	5,684	39	1,248	
16	Remainder of County.....	33	21	1,763	1,557	128	54	43	41	8	452	3	82	
17	Campbell County.....	295	133	17,688	14,364	1,278	638	550	304	98	5,620	46	991	
18	La Follette.....	137	77	11,904	10,618	941	449	392	136	39	3,515	19	560	
19	Remainder of County.....	158	56	5,784	3,716	337	189	158	168	59	2,105	27	421	
20	Cannon County.....	67	29	3,228	2,372	143	84	73	84	22	762	6	118	
21	Carroll County.....	334	166	15,976	12,508	871	524	409	368	115	3,786	34	592	
22	McKenzie (part) ¹	75	45	4,153	3,467	254	162	122	91	26	1,131	3	62	
23	Remainder of County.....	259	121	11,753	9,041	617	362	287	277	89	2,655	31	530	
24	Carter County.....	372	152	23,451	19,861	1,982	877	738	408	147	6,917	17	400	
25	Elizabethton.....	241	121	19,759	18,045	1,883	801	682	259	73	5,349	12	351	
26	Remainder of County.....	131	31	3,692	1,816	99	76	56	149	74	1,568	5	19	
27	Cheatham County.....	78	32	4,394	2,590	176	100	76	91	21	822	3	105	
28	Chester County.....	119	63	5,508	4,248	314	182	153	135	43	1,628	11	199	
29	Henderson.....	90	56	4,881	4,037	297	169	141	104	23	1,161	10	(D)	
30	Remainder of County.....	29	7	627	211	17	13	12	31	20	467	1	(D)	
31	Claiborne County.....	150	62	6,575	4,971	344	179	148	168	37	1,028	23	269	
32	Clay County.....	69	23	1,772	870	50	38	32	89	12	448	7	59	
33	Cocke County.....	219	91	10,413	7,747	701	455	368	263	85	2,889	29	667	
34	Newport.....	167	85	9,708	7,614	687	450	363	207	48	2,430	27	(D)	
35	Remainder of County.....	52	6	705	133	14	5	5	56	37	459	2	(D)	
36	Coffee County.....	277	165	18,785	16,705	1,389	740	631	318	80	4,508	36	1,010	
37	Tullahoma.....	163	93	11,096	9,932	875	455	384	183	47	3,103	18	555	
38	Remainder of County.....	114	72	7,689	6,773	514	285	247	135	33	1,405	18	455	
39	Crockett County.....	182	78	7,603	5,537	435	255	188	213	72	2,450	18	194	
40	Cumberland County.....	172	92	12,265	10,453	874	454	403	223	53	2,583	25	584	
41	Davidson County.....	2,980	2,122	379,101	363,393	40,200	17,297	15,034	3,107	638	82,554	569	21,698	
42	Belle Meade.....	4	4	486	422	48	33	26	5	1	(D)	1	(D)	
43	Nashville.....	2,290	1,608	316,445	304,473	35,257	14,878	13,024	2,324	472	56,159	452	17,713	
44	Remainder of County.....	686	510	62,170	58,434	4,895	2,386	1,984	778	165	(D)	116	(D)	
45	Decatur County.....	78	46	3,743	3,029	265	175	136	88	25	950	12	183	
46	De Kalb County.....	112	42	4,646	3,302	164	100	86	122	42	953	6	150	
47	Dickson County.....	180	98	10,817	9,215	724	410	331	212	63	2,802	22	432	
48	Dickson.....	102	68	8,140	7,454	595	339	273	111	32	1,980	13	247	
49	Remainder of County.....	78	30	2,677	1,761	129	72	58	101	31	822	9	185	
50	Dyer County.....	352	230	25,037	22,765	2,191	1,150	914	349	103	6,181	50	1,066	
51	Dyersburg.....	212	148	18,149	17,023	1,776	905	711	205	56	4,341	27	690	
52	Remainder of County.....	140	82	6,888	5,742	415	245	203	144	47	1,840	23	376	
53	Fayette County.....	171	89	8,325	6,735	603	340	274	177	51	2,028	11	131	
54	Fentress County.....	110	44	4,989	3,577	232	159	126	129	37	1,032	9	167	
55	Franklin County.....	226	140	14,840	13,186	1,003	541	453	253	69	3,403	21	489	
56	Winchester.....	113	79	9,577	9,013	719	376	311	121	25	1,709	10	235	
57	Remainder of County.....	113	61	5,263	4,173	285	165	142	132	44	1,694	11	254	
58	Gibson County.....	444	372	35,076	30,124	2,405	1,325	1,035	730	213	8,616	85	1,720	
59	Humboldt.....	181	111	10,581	9,373	766	441	337	196	60	2,688	30	557	
60	Millan.....	144	84	9,128	7,736	706	357	274	183	48	2,233	17	546	
61	Trenton.....	122	72	6,854	5,900	493	289	233	134	40	1,582	12	277	
62	Remainder of County.....	197	105	8,513	7,035	440	238	190	217	65	2,113	26	320	
63	Giles County.....	297	131	16,459	12,819	1,079	595	502	323	96	4,123	37	847	
64	Pulaski.....	186	108	12,521	10,893	945	518	433	198	51	2,733	23	441	
65	Remainder of County.....	111	23	3,938	1,926	134	77	69	125	45	1,390	14	406	
66	Grainger County.....	79	23	3,230	1,876	138	92	85	96	31	1,083	7	253	

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*McKenzie is in Carroll and Weakley counties.

BY COUNTIES: CITIES OF 2500 INHABITANTS OR MORE

5

Payroll, and Personnel

Kind-of-business group - Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
2,388	329,626	1,732	174,134	1,564	133,163	1,782	556,266	3,388	200,602	1,488	205,445	1,050	76,985	3,464	225,527	1,150	81,926	1	
35	4,504	2	2,001	34	1,880	23	8,532	45	4,311	13	1,564	16	1,812	51	(D)	6	(D)	2	
10	384	7	594	13	598	9	3,303	12	890	5	517	4	(D)	17	334	2	(D)	3	
25	4,120	13	1,407	21	1,282	14	5,229	33	3,421	8	1,047	12	(D)	34	(D)	4	(D)	4	
18	1,429	12	672	14	992	16	3,612	33	1,283	16	2,180	9	447	35	1,374	3	79	5	
10	1,178	12	672	14	992	14	(D)	28	1,182	15	(D)	6	388	30	1,320	3	79	6	
8	251	2	(D)	5	101	1	(D)	3	59	5	54	7	
9	488	6	251	4	211	8	2,833	22	556	8	493	4	164	12	266	4	12	8	
6	138	2	(D)	2	(D)	3	(D)	2	(D)	4	236	2	(D)	2	(D)	9	
20	4,301	12	1,048	29	2,517	27	9,627	70	4,124	20	2,514	8	1,183	46	3,045	6	62	10	
...	1	(D)	2	(D)	1	(D)	1	(D)	1	(D)	11	
9	3,488	12	1,048	26	(D)	25	(D)	33	1,926	15	1,751	5	935	31	2,738	1	2	12	
11	813	3	(D)	1	(D)	35	(D)	4	(D)	2	(D)	14	(D)	4	(D)	13	
17	2,323	29	1,507	25	1,395	58	8,350	38	2,117	16	3,351	9	1,064	39	1,860	14	
12	1,938	29	1,507	20	1,322	54	(D)	36	(D)	15	(D)	9	1,064	34	1,780	15	
5	385	5	73	4	(D)	2	(D)	1	(D)	5	80	16	
30	1,375	10	1,074	13	763	17	3,936	27	1,269	5	1,134	8	623	33	721	8	192	17	
13	608	5	830	9	483	11	3,031	10	681	4	(D)	4	405	15	(D)	8	192	18	
17	767	5	244	4	280	6	905	17	588	1	(D)	4	218	18	(D)	19	
21	889	1	(D)	2	(D)	4	874	5	191	1	(D)	1	(D)	4	55	20	
12	835	22	818	14	871	17	4,675	51	1,577	26	1,581	11	407	22	(D)	4	(D)	21	
5	333	5	125	3	204	6	1,066	11	365	5	574	3	129	6	(D)	2	(D)	22	
13	502	17	693	11	667	11	3,609	40	1,212	21	1,007	8	278	16	(D)	2	(D)	23	
28	2,922	23	1,110	21	1,540	22	4,913	46	1,862	10	1,734	6	635	42	1,296	10	122	24	
11	2,090	23	1,110	18	1,429	21	(D)	30	1,240	7	1,552	6	635	32	1,062	8	(D)	25	
17	832	3	111	1	(D)	16	622	3	182	10	234	2	(D)	26	
17	903	2	(D)	5	(D)	12	501	9	621	2	(D)	6	257	1	(D)	27	
7	250	5	240	4	250	7	832	9	495	10	784	6	207	17	623	28	
5	(D)	4	(D)	4	250	7	832	7	(D)	10	784	6	207	14	590	29	
2	(D)	1	(D)	2	(D)	3	33	30	
20	925	2	(D)	8	388	12	1,488	20	581	7	494	4	(D)	15	1,149	2	(D)	31	
10	220	1	(D)	4	80	3	177	13	295	7	203	1	(D)	9	178	2	(D)	32	
14	1,003	17	666	10	727	11	1,674	11	499	5	869	3	410	23	817	11	192	33	
9	909	17	666	9	(D)	11	1,674	11	499	5	869	3	410	20	771	7	152	34	
5	94	1	(D)	3	46	4	40	35	
15	995	12	926	17	1,057	15	4,380	44	2,014	13	1,746	5	413	35	1,566	5	170	36	
4	503	9	757	10	537	9	2,715	29	1,047	5	832	3	(D)	26	599	3	(D)	37	
11	492	3	169	7	520	6	1,665	15	967	8	914	2	(D)	9	967	2	(D)	38	
15	610	14	389	6	205	7	958	19	472	15	1,122	5	255	11	948	39	
17	1,181	6	277	7	484	17	4,425	23	872	11	1,134	2	(D)	9	390	2	(D)	40	
116	46,452	187	38,328	135	16,356	130	72,644	332	25,983	122	22,608	138	10,160	430	32,594	183	9,724	41	
...	1	(D)	1	(D)	42	
81	44,210	162	36,211	109	15,223	102	65,347	198	16,464	80	18,568	107	7,564	366	30,200	161	8,786	43	
35	2,242	25	2,117	26	1,133	28	7,297	133	(b)	42	4,040	30	(D)	64	2,394	22	938	44	
9	396	5	88	3	141	4	(D)	10	480	4	656	3	(D)	3	(D)	45	
12	513	9	291	5	205	6	501	5	1,011	6	248	3	(D)	17	551	1	(D)	46	
25	1,310	8	704	5	344	9	2,346	16	842	12	811	4	253	11	913	5	60	47	
5	519	8	704	5	344	7	(D)	8	367	7	710	4	253	10	(D)	3	(D)	48	
20	791	2	(D)	8	475	5	101	1	(D)	2	(D)	49	
20	1,627	16	1,961	24	1,697	22	4,572	33	1,589	17	2,114	13	683	41	3,087	13	460	50	
5	1,176	15	(D)	18	1,514	16	3,537	19	1,077	10	1,188	10	541	25	1,864	11	(D)	51	
15	451	1	(D)	6	183	6	1,035	14	512	7	926	3	142	16	1,223	2	(D)	52	
52	2,070	6	257	3	383	6	1,351	19	648	9	761	2	(D)	6	(D)	6	30	53	
26	1,525	5	290	5	554	11	453	3	(D)	2	(D)	10	380	2	(D)	54	
18	988	10	659	12	694	10	3,608	27	1,074	20	1,658	6	292	28	1,901	5	74	55	
7	591	7	569	7	367	8	(D)	13	540	9	1,049	3	194	19	(D)	5	74	56	
11	397	3	90	5	327	2	(D)	14	534	11	609	3	98	9	(D)	57	
49	2,318	40	1,831	33	1,718	39	8,558	72	2,853	37	3,293	16	1,561	50	2,467	10	161	58	
9	417	17	988	10	458	15	3,226	16	805	10	777	6	295	6	(D)	2	(D)	59	
6	345	15	628	7	427	9	2,153	20	513	8	958	3	780	11	505	60	
11	684	4	90	9	574	9	1,263	9	598	6	589	3	254	17	(D)	2	(D)	61	
23	832	4	125	7	259	6	1,916	27	937	13	969	4	232	16	695	6	115	62	
27	1,309	15	1,204	9	610	17	3,792	28	1,355	19	1,225	8	373	30	1,513	11	108	63	
15	569	15	1,204	7	(D)	15	(D)	20	1,146	13	909	8	373	17	826	2	(D)	64	
12	720	2	(D)	2	(D)	8	209	6	316	13	687	9	(D)	65	
11	221	5	146	3	(D)	5	231	1	(D)	1	(D)	10	275	5	100	66	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Greene County.....	281	149	22,668	20,000	1,964	931	767	324	85	3,306	38	1,275
2	Greenville.....	213	127	20,035	18,081	1,883	879	724	244	55	2,709	32	1,075
3	Remainder of County.....	68	22	2,633	1,919	81	52	43	80	30	597	6	200
4	Grundy County.....	112	38	4,308	2,954	159	87	75	139	40	1,160	15	233
5	Hamblen County.....	228	158	24,591	23,123	2,113	1,053	882	251	68	5,513	24	636
6	Morristown.....	201	151	23,915	22,759	2,068	1,014	846	224	57	5,251	19	495
7	Remainder of County.....	27	7	676	364	45	39	36	27	11	262	5	141
8	Hamilton County.....	2,354	1,608	249,374	234,616	26,622	11,521	9,772	2,381	573	59,701	396	14,948
9	Chattanooga.....	1,928	1,350	221,708	210,232	24,655	10,476	8,930	1,910	445	48,261	327	12,458
10	East Ridge.....	40	36	5,261	5,229	435	235	205	44	5	1,461	4	193
11	Remainder of County.....	386	222	22,405	19,155	1,532	810	637	427	123	9,979	65	2,297
12	Hancock County.....	41	11	1,436	800	42	26	21	48	5	87
13	Hardeman County.....	202	96	8,485	6,357	497	299	240	227	58	1,948	15	275
14	Hardin County.....	164	74	9,043	7,033	514	291	239	182	51	1,634	11	322
15	Hawkins County.....	232	86	12,276	9,368	782	431	364	283	76	2,637	17	537
16	Rogersville.....	107	51	8,608	7,396	622	330	276	133	34	1,552	6	262
17	Remainder of County.....	125	35	3,648	1,972	160	101	88	150	42	1,085	11	275
18	Haywood County.....	226	118	12,570	10,024	813	479	376	241	89	2,652	12	201
19	Brownsville.....	167	97	11,371	9,327	766	453	354	178	58	2,055	11	(D)
20	Remainder of County.....	59	21	1,199	697	47	26	22	63	31	597	1	(O)
21	Henderson County.....	180	72	7,764	6,026	474	263	232	213	57	1,859	11	137
22	Lexington.....	115	63	6,402	5,470	432	242	213	133	27	1,397	9	(D)
23	Remainder of County.....	65	9	1,362	556	42	21	19	80	30	462	2	(O)
24	Henry County.....	252	154	14,826	13,350	1,155	613	503	273	67	3,902	40	818
25	Paris.....	192	124	13,201	12,313	1,079	562	467	201	48	3,298	29	514
26	Remainder of County.....	60	30	1,625	1,037	76	51	36	72	19	604	11	304
27	Hickman County.....	128	48	4,882	3,220	240	149	134	159	36	1,171	23	319
28	Houston County.....	56	24	1,778	1,072	77	44	37	62	32	847	6	79
29	Humphreys County.....	119	63	6,169	4,843	399	245	197	137	44	2,027	19	509
30	Jackson County.....	69	25	3,883	3,003	251	97	91	76	13	1,896	5	81
31	Jefferson County.....	181	79	10,089	8,239	558	312	261	204	51	3,082	24	323
32	Jefferson City.....	71	41	5,129	4,527	327	190	152	76	8	1,577	9	215
33	Remainder of County.....	110	38	4,960	3,712	231	122	109	128	43	1,505	15	108
34	Johnson County.....	86	40	3,674	3,008	215	116	99	93	20	690	4	46
35	Knox County.....	2,116	1,398	251,196	237,672	27,587	12,322	10,437	2,084	524	52,403	376	14,722
36	Knoxville.....	1,739	1,169	225,123	214,675	25,722	11,332	9,575	1,651	404	44,318	321	13,037
37	Remainder of County.....	377	229	26,071	22,997	1,865	990	862	433	120	8,085	55	1,685
38	Lake County.....	134	90	6,364	5,314	471	299	199	130	46	2,148	18	365
39	Lauderdale County.....	271	169	14,779	12,999	1,120	660	493	274	87	3,272	32	505
40	Ripley.....	127	89	8,443	7,769	731	424	311	127	33	1,721	14	300
41	Remainder of County.....	144	80	6,336	5,230	389	236	182	147	54	1,551	18	205
42	Lawrence County.....	212	120	16,845	14,551	1,177	576	478	241	67	2,647	18	391
43	Lawrenceburg.....	149	101	14,798	13,558	1,135	549	457	162	31	1,888	16	(D)
44	Remainder of County.....	63	19	2,047	993	42	27	21	79	36	759	2	(O)
45	Lewis County.....	65	39	3,052	2,522	203	121	99	67	20	(D)	6	104
46	Lincoln County.....	230	130	15,949	13,903	1,172	642	537	286	73	3,421	25	472
47	Fayetteville.....	164	106	13,962	12,566	1,090	578	477	210	45	2,660	21	420
48	Remainder of County.....	66	24	2,027	1,337	82	64	60	76	28	761	4	52
49	Loudon County.....	275	159	16,989	14,967	1,212	701	556	311	89	4,388	31	859
50	Lenoir City.....	135	79	9,491	8,677	718	418	312	153	49	2,558	13	356
51	Loudon.....	80	50	5,453	4,891	401	206	173	93	21	1,202	10	215
52	Remainder of County.....	60	30	2,045	1,399	93	77	71	65	19	628	8	286
53	McMinn County.....	335	205	24,105	21,551	2,080	943	769	392	97	5,918	33	801
54	Athens.....	186	122	16,659	15,377	1,560	650	533	223	52	3,946	19	528
55	Etowah.....	69	47	4,197	3,827	374	206	163	74	18	661	5	127
56	Remainder of County.....	80	36	3,249	2,347	146	87	73	95	27	1,311	9	246
57	McNairy County.....	140	90	10,254	8,938	612	333	282	155	31	1,662	15	344
58	Macon County.....	84	36	3,900	3,016	231	160	106	82	19	815	8	64
59	Madison County.....	587	393	49,939	46,059	5,328	2,631	2,175	636	174	12,572	92	2,432
60	Jackson.....	474	340	45,456	42,914	5,109	2,487	2,063	501	122	10,800	80	2,210
61	Remainder of County.....	113	53	4,483	3,145	220	144	112	135	52	1,772	12	222
62	Marion County.....	250	128	11,780	9,282	710	394	315	287	83	3,255	48	1,001
63	South Pittsburg.....	77	47	5,292	4,834	388	176	135	79	25	1,241	12	224
64	Remainder of County.....	173	81	6,448	4,448	322	218	180	208	58	2,014	36	867

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group — Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
29	2,820	12	1,063	11	1,425	21	5,289	22	1,995	18	2,403	8	843	33	2,223	4	26	1
15	2,285	12	1,063	11	1,425	19	(D)	16	1,862	14	(D)	8	843	27	2,131	4	26	2
14	535	2	(D)	6	133	4	(D)	6	92	3
20	892	4	166	11	1,183	15	472	6	(D)	1	(D)	4
11	1,839	14	1,274	11	1,116	18	8,005	31	1,816	12	2,604	3	553	26	1,103	10	132	5
11	1,839	14	1,274	11	1,116	18	8,005	26	1,639	12	2,604	3	553	24	(D)	6	(D)	6
...	5	177	2	(D)	4	(D)	7
92	31,193	143	17,136	148	14,261	120	40,818	263	17,899	104	17,549	75	6,658	295	26,009	141	3,202	8
58	29,407	132	16,744	132	13,599	113	39,265	194	14,592	78	14,615	62	5,317	257	24,354	130	3,066	9
3	(D)	5	92	4	330	2	(D)	5	322	3	(D)	3	280	6	101	10
31	(D)	6	300	12	332	5	(D)	64	2,985	23	(D)	14	1,031	32	1,554	11	136	11
16	430	1	(D)	1	(D)	6	(D)	3	57	5	224	2	(D)	2	(D)	12
35	1,177	4	169	9	175	7	1,651	27	1,029	11	968	11	202	23	(D)	2	(D)	13
20	1,120	9	224	5	442	8	1,910	26	1,034	6	1,101	2	(D)	20	(D)	6	86	14
33	1,936	7	536	4	(D)	13	2,131	35	1,518	8	1,185	6	(D)	26	743	7	129	15
9	1,379	4	(D)	4	(D)	9	(D)	15	721	6	(D)	2	(D)	17	631	1	(D)	16
24	557	3	(D)	4	(D)	20	797	2	(D)	4	84	9	112	6	(D)	17
43	2,186	8	279	6	473	7	1,295	15	995	14	1,466	4	279	24	2,626	4	28	18
27	1,865	7	(D)	5	(D)	5	(D)	14	(D)	11	(D)	2	(D)	23	(D)	4	28	19
16	321	1	(D)	1	(D)	2	(D)	1	(D)	3	(D)	2	(D)	1	(D)	20
17	422	11	653	6	406	28	2,499	10	373	8	533	5	188	19	614	8	80	21
6	191	9	(D)	6	406	24	(D)	6	319	6	(D)	3	(D)	17	(D)	2	(D)	22
11	231	2	(D)	4	(D)	4	54	2	(D)	2	(D)	2	(D)	6	(D)	23
19	1,074	17	1,074	13	923	13	2,344	22	1,471	12	881	6	475	29	1,774	14	90	24
8	774	16	(D)	11	(D)	13	2,344	16	1,285	9	(D)	6	475	22	1,648	14	90	25
11	300	1	(D)	2	(D)	6	186	3	(D)	7	126	26
26	1,019	5	195	8	305	6	793	11	362	4	363	3	(D)	2	(D)	4	48	27
8	332	1	(D)	1	(D)	3	153	2	(D)	2	(D)	1	(D)	28
5	310	3	(D)	4	432	6	849	11	482	6	614	3	216	16	558	2	(D)	29
22	475	2	(D)	1	(D)	5	533	9	181	3	(D)	1	(D)	6	287	2	(D)	30
26	1,246	8	279	7	412	9	1,992	23	737	11	1,090	6	(D)	14	573	2	(D)	31
8	315	7	(D)	5	(D)	2	(D)	12	376	6	529	4	200	8	410	2	(D)	32
18	931	1	(D)	2	(D)	7	(D)	11	361	5	561	2	(D)	6	163	33
24	992	3	71	2	(D)	3	(D)	10	512	5	441	2	(D)	13	126	34
86	42,652	127	13,398	117	11,097	113	45,548	238	17,903	98	17,231	69	7,654	264	21,285	104	7,303	35
60	41,075	124	13,245	107	10,093	97	41,620	176	13,825	81	14,960	58	6,697	219	19,064	92	7,191	36
26	1,577	3	153	10	1,004	16	3,928	62	4,078	17	2,271	11	957	45	2,221	12	112	37
12	435	...	219	7	230	5	809	9	559	7	734	5	274	12	571	4	20	38
30	1,291	15	1,036	12	646	12	2,960	20	724	17	2,286	8	423	33	1,581	5	55	39
13	621	10	798	5	219	8	2,275	6	36	9	1,127	5	266	22	(D)	2	(D)	40
17	670	5	238	7	427	4	685	14	364	8	1,159	3	157	11	(D)	3	(D)	41
21	1,521	11	756	11	707	22	4,419	18	1,447	16	3,381	9	398	15	1,130	4	48	42
12	1,034	11	756	10	(D)	22	4,419	14	1,406	12	2,967	7	(D)	12	1,054	2	(D)	43
9	487	1	(D)	4	41	4	414	2	(D)	3	76	2	(D)	44
7	208	3	53	5	141	3	907	4	164	7	284	2	(D)	8	333	45
23	956	18	1,130	14	912	11	3,496	26	1,407	13	1,044	5	520	22	1,731	46
13	593	17	(D)	13	(D)	11	3,496	14	1,093	10	1,925	3	(D)	17	1,415	47
10	363	1	(D)	1	(D)	12	314	3	119	2	(D)	5	316	48
18	1,220	10	687	17	808	27	4,086	38	1,755	11	1,557	6	554	22	1,003	6	72	49
5	675	6	(D)	10	646	16	2,438	14	802	7	883	3	333	8	275	4	(D)	50
5	322	3	130	7	162	6	1,553	14	434	3	(D)	2	(D)	9	604	51
8	223	1	(D)	5	95	10	51	1	(D)	1	(D)	5	124	2	(D)	52
27	2,132	22	1,257	20	1,155	21	5,628	41	1,573	19	3,006	14	539	31	1,882	10	114	53
13	945	16	1,068	15	695	14	4,403	12	654	10	2,330	6	261	23	1,729	6	100	54
4	617	5	(D)	4	(D)	6	(D)	12	567	4	178	3	228	6	(D)	2	(D)	55
10	570	1	(D)	1	(D)	1	(D)	17	352	5	498	5	50	2	(D)	2	(D)	56
20	949	10	486	5	452	9	3,349	22	1,475	9	641	5	228	12	(D)	2	(D)	57
23	700	4	300	7	193	5	902	3	56	4	447	4	196	7	(D)	...	(D)	58
25	6,210	37	4,249	26	2,104	37	8,948	69	3,690	23	3,296	18	1,321	50	4,292	36	825	59
18	5,791	36	(D)	20	1,832	36	(D)	55	2,913	23	3,296	16	(D)	40	3,753	28	714	60
7	419	1	(D)	6	272	1	(D)	14	777	2	(D)	10	539	8	111	61
22	1,254	7	225	11	433	9	2,422	38	1,608	10	487	4	(D)	16	660	2	(D)	62
4	438	5	(D)	5	284	6	2,202	5	24	5	221	3	175	5	110	2	(D)	63
18	816	2	(D)	6	149	3	220	33	1,368	5	266	1	(D)	11	550	64

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (unin- corporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Marshall County.....	179	107	13,071	11,631	927	502	401	219	58	3,325	16	355
2	Levisburg.....	132	82	10,872	10,026	824	447	357	146	43	2,696	13	304
3	Remainder of County.....	47	25	2,199	1,605	103	55	44	73	15	629	3	51
4	Maury County.....	418	256	30,344	26,940	2,723	1,369	1,159	470	142	8,020	50	1,453
5	Columbia.....	261	171	22,580	20,762	2,221	1,070	911	279	75	4,970	28	810
6	Mount Pleasant.....	83	45	3,904	2,964	250	144	115	101	34	1,708	11	177
7	Remainder of County.....	74	40	3,860	3,214	252	155	133	90	33	1,342	11	466
8	Meigs County.....	42	12	1,285	631	45	31	23	46	7	177	6	76
9	Monroe County.....	207	103	13,209	10,293	887	482	369	251	52	3,161	29	640
10	Sweetwater.....	92	50	7,334	5,980	646	312	244	95	23	1,469	11	304
11	Remainder of County.....	115	53	5,875	4,313	241	170	125	156	29	1,692	18	336
12	Montgomery County.....	426	254	41,442	38,562	3,909	1,807	1,526	451	128	9,717	74	1,623
13	Clarksville.....	340	206	35,935	33,671	3,504	1,597	1,335	362	95	8,176	60	1,296
14	Remainder of County.....	86	48	5,507	4,891	405	210	191	89	33	1,541	14	327
15	Moore County.....	21	11	682	506	30	25	21	22	4	165	1	(0)
16	Morgan County.....	101	33	3,024	1,760	124	60	54	113	48	1,139	14	152
17	Obion County.....	344	212	21,037	19,111	1,760	870	744	383	114	4,812	44	822
18	Union City.....	208	136	15,127	14,143	1,384	672	576	230	55	2,892	39	680
19	Remainder of County.....	136	76	5,910	4,968	376	198	168	153	59	1,920	5	142
20	Overton County.....	135	57	5,979	4,405	309	169	149	169	35	1,002	9	173
21	Perry County.....	76	22	2,360	1,456	82	54	47	93	39	749	3	74
22	Pickett County.....	32	10	1,039	729	50	37	29	36	11	127	1	(0)
23	Polk County.....	119	55	5,393	3,957	330	184	151	133	37	1,084	9	158
24	Putnam County.....	298	162	16,206	13,844	1,169	759	629	363	67	2,747	35	944
25	Cookeville.....	194	118	12,973	11,691	1,021	644	538	248	39	2,135	26	709
26	Remainder of County.....	104	44	3,233	2,153	148	115	91	115	28	612	9	235
27	Rhea County.....	159	99	10,808	9,542	699	389	318	197	44	2,671	18	572
28	Dayton.....	94	64	8,206	7,566	562	304	251	118	19	1,649	8	349
29	Remainder of County.....	65	35	2,602	1,976	137	85	67	79	25	1,031	10	223
30	Roane County.....	387	221	25,494	21,856	1,926	1,043	813	409	118	7,502	55	1,333
31	Harriman.....	156	92	11,805	10,081	989	538	417	166	41	2,778	26	551
32	Rockwood.....	100	54	6,383	5,473	478	248	196	104	31	1,983	12	368
33	Remainder of County.....	131	75	7,306	6,302	459	257	200	139	46	2,741	17	474
34	Robertson County.....	256	126	16,013	13,293	1,197	618	502	294	88	4,154	33	786
35	Springfield.....	166	94	12,789	11,481	1,082	538	450	179	51	2,782	25	532
36	Remainder of County.....	90	32	3,224	1,812	115	80	52	115	37	1,372	8	254
37	Rutherford County.....	372	218	30,144	26,588	2,332	1,247	1,048	424	108	7,729	47	1,503
38	Murfreesboro.....	283	171	25,822	23,316	2,045	1,044	878	316	78	5,962	34	1,056
39	Remainder of County.....	89	47	4,322	3,272	287	203	170	108	30	1,767	13	447
40	Scott County.....	175	75	7,022	5,096	377	195	174	191	71	1,852	23	339
41	Sequatchie County.....	55	27	2,656	2,104	137	77	62	68	14	659	3	44
42	Sevier County.....	246	152	13,810	11,780	1,057	583	494	303	66	3,096	43	1,342
43	Shelby County.....	4,457	3,341	610,734	589,950	67,573	30,042	26,105	4,782	1,001	131,968	750	29,940
44	Memphis.....	4,022	3,044	579,226	561,444	65,259	28,872	25,089	4,293	865	121,868	702	28,177
45	Millington.....	81	49	7,059	6,327	566	275	248	81	24	2,016	14	539
46	Remainder of County.....	354	248	24,449	22,179	1,748	895	769	408	112	8,084	34	1,224
47	Smith County.....	141	59	6,380	4,832	296	203	159	189	38	1,138	13	266
48	Stewart County.....	67	19	3,396	2,348	241	101	92	75	31	789	10	169
49	Sullivan County.....	848	506	98,998	92,930	10,787	4,734	4,007	851	257	23,196	100	2,678
50	Bristol.....	238	158	28,877	27,613	3,866	1,645	1,353	199	63	6,582	28	592
51	Kingsport.....	396	252	61,129	58,375	6,364	2,782	2,393	403	97	14,086	53	1,653
52	Remainder of County.....	214	96	8,992	6,942	557	307	261	249	97	2,528	19	433
53	Sumner County.....	320	160	19,185	15,189	1,357	684	577	355	89	4,496	28	733
54	Gallatin.....	134	96	12,699	11,869	1,092	524	448	145	31	2,733	17	536
55	Remainder of County.....	186	64	6,486	3,320	265	160	129	210	58	1,763	11	197
56	Tipton County.....	282	148	15,023	12,245	1,149	625	484	317	119	4,231	24	603
57	Covington.....	160	100	10,786	9,548	899	495	382	184	56	2,270	15	407
58	Remainder of County.....	122	48	4,237	2,697	250	130	102	133	63	1,961	9	196
59	Trousdale County.....	55	37	3,052	2,620	160	98	73	61	9	622	4	74
60	Unicoi County.....	126	50	7,846	6,438	692	290	251	147	47	1,725	14	282
61	Ervin.....	96	40	6,919	5,901	658	269	235	118	27	1,302	13	(D)
62	Remainder of County.....	30	10	927	537	34	21	16	29	20	423	1	(D)
63	Union County.....	75	13	2,527	1,235	77	34	33	81	27	686	10	74
64	Van Buren County.....	21	7	795	551	28	15	15	20	2	(0)	2	(0)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
16	695	16	805	9	645	16	4,041	14	766	12	1,016	5	455	12	827	5	141	
8	466	14	(D)	6	633	13	(D)	6	480	9	803	3	(D)	12	827	5	141	
8	229	2	(D)	3	12	3	(D)	8	286	3	213	2	(D)	
21	1,497	22	2,762	12	1,158	30	6,095	39	2,655	25	3,162	11	589	45	2,344	21	609	
10	1,152	19	2,570	7	926	21	4,974	25	1,890	20	2,791	6	392	35	1,558	15	547	
4	122	3	192	5	232	6	(D)	7	425	3	(D)	4	(D)	2	(D)	4	(D)	
7	223	3	(D)	7	340	2	(D)	1	(D)	8	(D)	2	(D)	
9	458	2	(D)	7	211	7	(D)	4	46	
27	1,270	7	(D)	8	460	21	2,797	32	1,510	10	1,560	7	393	12	529	2	(D)	
9	518	4	449	2	(D)	11	2,032	17	809	3	1,068	3	207	7	143	2	(D)	
18	752	3	(D)	6	(D)	10	765	15	701	7	492	4	186	5	386	
23	3,679	28	2,680	16	2,576	33	10,598	43	2,750	14	3,608	9	1,044	41	2,380	17	787	
17	3,631	24	2,680	16	2,576	27	(D)	25	1,831	13	(D)	8	(D)	36	2,194	15	(D)	
6	48	6	(D)	18	919	1	(D)	1	(D)	5	186	2	(D)	
8	171	2	(D)	2	(D)	1	(D)	3	(D)	
9	449	1	(D)	9	122	2	(D)	6	467	6	251	6	115	
22	1,003	20	1,550	16	1,602	19	5,104	36	1,262	19	2,102	13	591	35	2,163	6	26	
9	624	17	(D)	9	1,413	15	3,994	18	794	12	1,902	6	439	22	(D)	6	26	
13	379	3	(D)	7	189	4	1,110	18	468	7	200	7	152	13	(D)	
26	1,038	5	307	5	214	7	1,312	16	741	5	328	3	205	19	602	5	57	
10	276	2	(D)	1	(D)	3	636	6	220	8	157	1	(D)	3	82	
6	80	2	(D)	2	(D)	3	120	1	(D)	1	(D)	3	180	2	(D)	
21	1,145	4	227	8	307	8	1,062	11	549	8	627	3	142	8	(D)	2	(D)	
30	1,691	18	1,032	15	818	23	3,526	55	2,057	13	1,614	6	469	23	1,158	13	150	
11	1,049	15	945	9	639	18	3,197	34	1,566	9	1,364	2	(D)	18	(D)	13	150	
19	642	3	87	6	179	5	329	21	491	4	250	4	(D)	5	(D)	
18	725	7	370	10	681	11	2,589	13	887	14	1,157	6	390	13	(D)	5	(D)	
8	378	5	(D)	7	510	10	(D)	8	570	9	(D)	4	(D)	11	367	5	(D)	
10	347	2	(D)	3	171	1	(D)	5	317	5	(D)	2	(D)	2	(D)	
23	1,843	23	1,898	36	1,921	20	4,601	41	2,680	15	2,022	11	1,035	35	568	10	91	
10	891	13	1,330	9	997	11	2,728	15	1,044	7	663	5	(D)	17	293	2	(D)	
2	(D)	7	309	18	588	5	1,345	10	562	3	519	2	(D)	10	105	
11	(D)	3	259	9	336	4	528	16	1,074	5	840	4	277	8	170	8	(D)	
14	837	12	880	9	928	9	3,269	36	1,433	15	1,689	7	395	30	1,576	3	66	
12	(D)	12	880	7	(D)	8	(D)	14	710	11	1,665	3	278	23	1,277	
2	(D)	2	(D)	1	(D)	22	723	4	24	4	117	7	299	3	66	
26	2,798	19	1,191	17	1,748	26	5,655	48	2,725	19	2,733	12	721	40	3,207	10	134	
14	2,288	17	(D)	15	(D)	23	5,437	37	2,227	15	2,317	8	594	34	2,955	8	(D)	
12	510	2	(D)	2	(D)	3	218	11	498	4	416	4	127	6	252	2	(D)	
30	1,984	5	123	3	151	14	1,724	11	485	4	190	8	90	6	84	
5	226	4	54	4	125	7	865	3	78	7	254	2	(D)	3	(D)	3	123	
14	810	7	502	10	485	12	2,375	31	1,347	16	2,151	7	396	40	1,306	
208	77,207	316	40,465	244	26,003	194	121,274	450	33,519	190	30,463	265	17,142	597	50,204	242	52,549	
157	73,710	305	39,937	232	25,193	168	117,138	387	28,708	156	27,853	249	16,002	568	48,157	233	52,483	
6	615	7	297	4	482	3	(D)	6	522	5	351	4	245	6	489	2	(D)	
45	2,882	4	231	8	328	23	(D)	57	4,289	29	2,259	12	895	23	1,558	7	(D)	
31	1,167	1	(D)	10	298	9	1,091	17	399	7	585	4	365	9	820	2	(D)	
10	598	2	(D)	2	(D)	7	164	2	(D)	1	(D)	2	(D)	
42	15,222	60	6,928	51	7,062	72	19,206	86	6,547	32	9,916	22	2,480	86	5,072	40	691	
7	6,030	25	2,210	15	1,510	20	5,513	23	1,456	9	1,676	6	(D)	28	(D)	14	109	
17	7,959	31	4,647	27	4,834	45	12,224	33	3,554	16	7,366	14	1,446	45	2,860	18	500	
18	833	4	71	9	718	7	1,469	30	1,537	7	874	2	(D)	13	(D)	8	82	
69	2,778	11	846	14	570	10	3,199	36	1,764	28	2,625	8	461	23	1,695	4	18	
7	665	9	(D)	8	399	9	(D)	15	1,103	15	1,865	3	(D)	18	1,332	2	(D)	
62	2,113	2	(D)	6	171	1	(D)	21	661	13	760	5	(D)	5	363	2	(D)	
33	1,624	11	715	10	(D)	17	2,549	24	999	11	1,885	7	456	26	(D)	...	(D)	
8	764	7	670	9	344	13	2,341	17	684	8	1,508	4	347	23	1,451	
25	860	4	45	1	(D)	4	208	7	315	3	377	3	109	3	(D)	
10	379	3	91	3	134	5	772	4	157	5	326	2	(D)	10	(D)	
6	1,007	7	315	8	619	11	2,134	15	666	6	(D)	1	(D)	9	419	2	(D)	
6	1,007	7	315	8	619	11	2,134	9	364	6	(D)	1	(D)	6	(D)	2	(D)	
...	6	302	3	(D)	
22	543	2	(D)	2	(D)	6	310	4	92	2	(D)	
13	461	2	(D)	1	(D)	1	(D)	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (unin- corporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		(\$1,000)	Total (Number)		Full workweek (Number)	Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)
1	Warren County.....	260	112	15,565	12,039	982	615	506	302	89	3,191	24	510
2	McMinnville.....	208	98	14,446	11,620	953	593	488	247	64	2,588	18	405
3	Remainder of County.....	52	14	1,119	419	29	22	18	55	25	603	6	105
4	Washington County.....	693	333	52,472	47,136	5,346	2,433	2,115	604	218	12,118	68	2,491
5	Johnson City.....	413	259	45,498	42,022	4,925	2,220	1,920	411	134	9,948	49	1,952
6	Remainder of County.....	180	74	6,974	5,114	421	213	195	193	84	2,170	19	539
7	Wayne County.....	97	47	5,279	4,321	369	220	187	109	35	923	6	114
8	Weakley County.....	259	149	12,330	10,100	764	459	378	340	92	3,315	22	471
9	McKenzie (part) ¹	6	4	288	(0)	(0)	(0)	(0)	(0)	2	(0)	***	***
10	Martin.....	86	54	5,057	4,315	304	172	134	113	30	1,320	10	214
11	Remainder of County.....	167	91	6,985	(D)	(D)	(D)	(D)	(D)	60	(D)	12	257
12	White County.....	166	78	8,022	6,280	502	276	235	194	47	2,317	11	99
13	Sparta.....	145	71	7,105	5,831	467	256	216	169	37	1,771	9	(D)
14	Remainder of County.....	21	7	917	449	35	20	19	25	10	546	2	(0)
15	Williamson County.....	236	104	15,689	12,587	943	462	390	275	90	3,962	34	532
16	Franklin.....	152	76	12,231	10,665	818	381	322	172	49	2,474	23	323
17	Remainder of County.....	84	28	3,458	1,922	125	81	68	103	41	1,468	11	209
18	Wilson County.....	265	151	17,346	14,904	1,261	740	593	303	66	4,068	36	1,019
19	Lebanon.....	191	117	14,437	13,177	1,129	653	528	220	46	3,383	30	812
20	Remainder of County.....	74	34	2,909	1,727	132	87	65	83	20	685	6	207

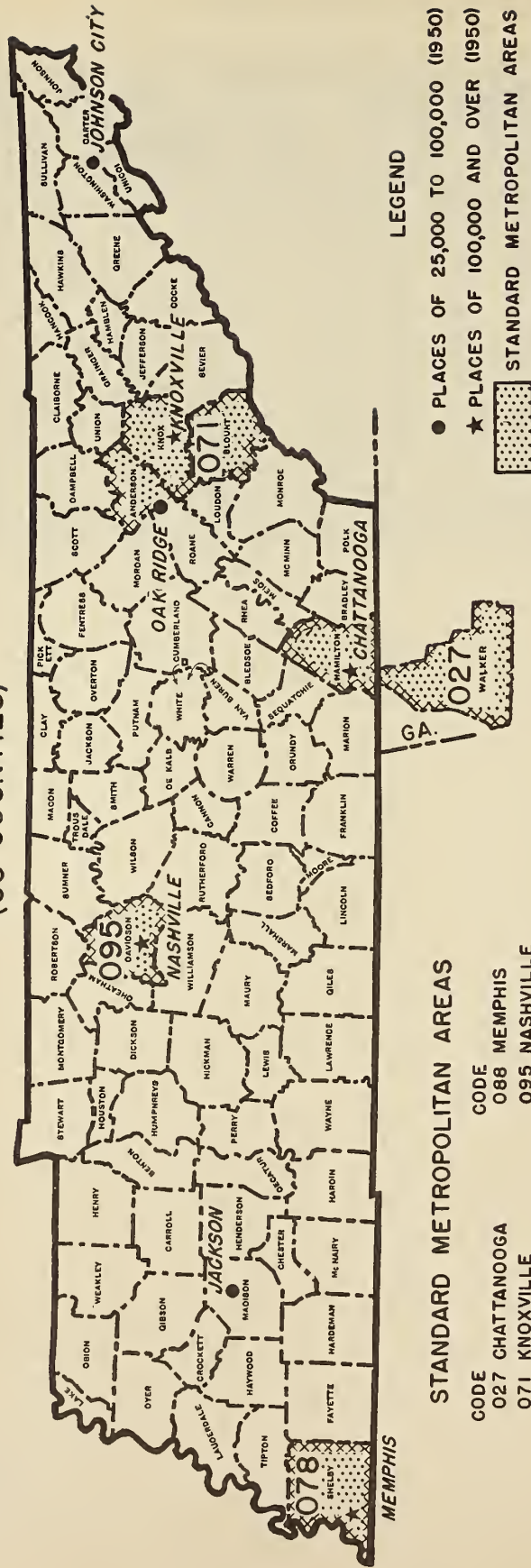
Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹McKenzie is in Carroll and Weakley counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
24	1,865	15	528	9	1,017	22	4,396	26	1,246	10	1,150	6	(D)	33	1,190	2	(O)	1
22	(D)	15	528	9	1,017	22	4,396	20	1,194	8	(D)	4	364	24	1,104	2	(O)	2
2	(D)	6	52	2	(O)	2	(O)	9	86	3
19	6,378	44	2,780	29	3,593	28	10,569	50	3,028	27	5,793	11	1,355	75	3,636	24	731	4
11	6,046	43	(D)	26	3,500	20	10,068	37	2,456	14	4,506	10	(D)	50	(D)	19	608	5
8	332	1	(D)	3	93	8	501	13	578	13	1,287	1	(D)	25	(D)	5	123	6
10	426	4	96	5	171	5	2,066	11	437	6	664	3	72	8	290	4	20	7
13	517	21	878	11	(D)	17	2,279	28	1,372	16	1,389	13	575	24	1,082	2	(O)	8
...	...	1	(D)	2	(D)	1	(D)	9
3	(D)	9	460	3	168	9	1,232	7	(D)	6	437	3	194	6	453	10
10	(D)	11	(D)	6	128	8	1,047	20	867	10	952	10	381	18	629	2	(O)	11
19	819	6	135	7	869	13	1,759	21	791	5	100	4	262	33	871	12
18	(D)	6	135	7	869	13	1,759	17	718	4	(D)	4	262	30	734	13
1	(D)	4	73	1	(D)	3	137	14
21	1,172	8	540	6	524	10	3,448	15	1,551	11	999	5	335	21	2,476	15	150	15
9	561	8	540	6	524	10	3,448	9	1,014	8	(D)	3	(O)	18	(D)	9	94	16
12	611	6	537	3	(O)	2	(D)	3	(O)	6	56	17
38	1,777	10	526	15	1,024	18	4,210	32	1,622	11	1,171	4	(D)	25	1,513	10	(D)	18
19	1,222	8	(D)	14	(D)	14	(D)	19	1,042	8	1,015	4	(D)	20	1,088	9	91	19
19	555	2	(D)	1	(D)	4	(D)	13	580	3	156	5	425	1	(D)	20

TENNESSEE (95 COUNTIES)



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PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Central Business District Bulletins <input type="checkbox"/> Census Volumes	Wholesale Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes	Selected Service Trades <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes
<input type="checkbox"/> Public Merchandise Warehouses <input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

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DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

**PENALTY FOR PRIVATE USE TO AVOID
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1954 Census of Business RETAIL TRADE

January 1956

Series: PR-1-43

TEXAS

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.—RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
TEXAS

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total	With payroll	Total, all establishments	Establishments with payroll	Total	With payroll	Total, all establishments	Establishments with payroll
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(\$1,000)	(\$1,000)
Total.....	91,267	59,961	9,020,658	8,426,152	90,620	58,910	6,488,175	6,031,699
Food stores.....	18,953	9,587	2,037,541	1,825,961	24,143	10,876	1,405,169	1,192,084
Eating, drinking places.....	15,837	11,443	509,184	463,022	17,180	11,663	387,294	354,502
General merchandise group.....	4,097	3,305	976,398	959,506	4,457	3,297	826,437	808,802
Apparel, accessories stores.....	5,078	4,522	525,783	514,913	3,850	3,206	404,738	397,267
Furniture, home furnishings, appliance dealers.....	4,497	3,247	404,618	383,326	3,995	3,151	324,362	312,123
Automotive group.....	6,217	4,493	1,918,096	1,849,716	5,866	4,834	1,219,934	1,170,837
Gasoline service stations.....	11,995	8,261	644,149	571,339	11,292	7,502	349,809	305,265
Lumber, bldg. matls., hardware, farm equipment dealers..	5,747	4,817	770,191	748,947	5,644	4,960	716,577	706,827
Drug stores, proprietary stores.....	3,263	2,809	285,247	276,227	3,305	2,841	221,654	215,885
Other retail stores.....	11,831	6,909	762,958	680,344	10,707	6,427	519,442	455,501
Nonstore retailers.....	3,752	568	186,493	152,851	181	153	112,759	112,606

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Texas, total.....	91,267	59,961	9,020,658	8,426,152	880,360	382,273	323,862	94,197	18,953	2,037,541	15,837	509,184
2	Anderson County.....	333	201	21,759	19,569	1,780	919	774	372	103	5,382	24	827
3	Palestine.....	262	170	18,832	17,208	1,670	840	716	291	67	4,234	19	767
4	Remainder of County.....	71	31	2,927	2,361	110	79	58	81	36	1,148	5	60
5	Andrews County.....	83	59	8,291	7,511	603	237	202	96	11	2,257	10	506
6	Andrews.....	78	54	7,891	(D)	572	226	191	89	11	2,257	8	(D)
7	Remainder of County.....	5	5	400	(D)	31	11	11	7	2	(D)
8	Angelina County.....	395	235	29,978	26,398	2,602	1,208	1,028	390	120	7,722	34	1,092
9	Lufkin.....	302	176	25,514	22,696	2,394	1,072	913	294	85	5,592	23	850
10	Remainder of County.....	93	59	4,464	3,702	208	136	115	96	35	2,130	11	242
11	Aranas County.....	84	54	5,244	4,546	442	210	189	101	15	1,924	23	533
12	Aranas Pass (part) ¹	23	9	1,092	793	82	33	33	27	5	408	4	94
13	Remainder of County.....	61	45	4,152	3,758	360	177	156	74	10	1,516	19	439
14	Archer County.....	81	43	5,929	4,927	249	115	105	91	19	1,350	18	328
15	Armstrong County.....	36	22	1,433	1,273	100	47	42	38	3	299	2	(D)
16	Atascosa County.....	205	139	12,661	11,593	855	498	427	213	33	2,388	46	804
17	Pleasanton.....	78	58	5,558	5,042	428	246	219	78	14	655	15	461
18	Remainder of County.....	127	81	7,103	6,551	427	252	208	135	19	1,733	31	343
19	Austin County.....	213	157	13,492	12,662	956	555	450	223	43	3,746	42	981
20	Bailey County.....	105	63	11,213	10,183	896	421	336	118	32	2,488	6	218
21	Bandera County.....	59	49	2,567	2,401	150	98	74	65	10	883	14	246
22	Bastrop County.....	219	141	11,061	9,691	754	457	355	231	57	3,521	26	542
23	Bastrop.....	67	41	3,433	2,831	266	153	121	68	13	1,178	13	245
24	Elgin.....	55	39	3,264	3,098	221	130	95	63	15	971	4	(D)
25	Smithville.....	72	52	3,546	3,318	252	166	134	74	21	1,114	7	136
26	Remainder of County.....	25	9	818	444	15	8	5	26	8	258	2	(D)
27	Baylor County.....	107	85	8,446	7,998	687	320	270	124	22	1,979	14	459
28	Seymour.....	99	83	8,225	(D)	(D)	(D)	(D)	(D)	15	(D)	13	(D)
29	Remainder of County.....	8	2	221	(D)	(D)	(D)	(D)	(D)	7	(D)	1	(D)
30	See County.....	228	138	16,851	15,369	1,528	722	651	239	62	4,297	54	1,309
31	Seville.....	183	119	15,422	14,344	1,449	683	612	188	49	3,595	42	1,126
32	Remainder of County.....	45	19	1,429	1,025	79	39	39	51	13	702	12	183
33	Bell County.....	777	565	75,379	70,725	6,660	3,178	2,711	824	162	16,808	151	5,022
34	Bellton.....	96	60	9,387	8,817	617	318	262	118	20	1,857	13	250
35	Killeen.....	155	129	17,941	17,057	1,573	795	687	165	29	4,472	21	957
36	Temple.....	404	308	42,900	40,630	4,124	1,853	1,588	406	76	8,832	91	2,949
37	Remainder of County.....	122	68	5,151	4,221	346	212	174	135	37	1,647	26	866
38	Bexar County.....	5,413	3,535	557,141	529,793	64,130	29,599	24,262	5,402	1,291	126,973	1,269	40,008
39	Alamo Heights.....	Data for this area combined with Remainder of County.						29,121	23,831	5,222	1,259	124,643	1,221
40	Olmos Park.....												
41	San Antonio.....	5,349	3,427	548,599	521,961	63,259							
42	Terrell Hills.....	Data for this area combined with Remainder of County.						871	478	431	180	2,330	48
43	Remainder of County.....												
44	Blanco County.....	64	38	4,248	3,692	290	170	143	75	9	1,171	16	259
45	Borden County.....	7	1	206	(D)	(D)	(D)	(D)	(D)	2	(D)
46	Boaquer County.....	179	103	9,957	8,209	585	281	245	181	41	2,099	19	305
47	Bowie County.....	666	420	49,847	45,473	4,754	2,173	1,848	706	205	11,887	77	2,334
48	New Boston.....	69	37	5,436	4,918	350	167	146	76	21	1,202	3	85
49	Texarkana.....	386	268	34,133	31,897	3,703	1,659	1,408	392	102	7,180	43	1,608
50	Remainder of County.....	211	115	10,278	8,658	701	347	294	238	82	3,505	31	641
51	Brasoria County.....	713	505	62,640	58,964	5,633	2,511	2,073	745	116	19,194	160	3,729
52	Alvin.....	96	72	11,801	11,259	1,085	440	372	105	16	2,795	16	443
53	Angleton.....	94	74	9,999	9,785	881	413	371	101	11	2,440	25	609
54	Freeport.....	104	84	14,299	13,937	1,389	594	445	91	15	4,550	18	589
55	Lake Jackson.....	39	29	2,512	2,402	231	120	101	42	2	686	8	221
56	Remainder of County.....	380	246	24,029	21,561	2,047	944	784	406	72	8,723	93	1,827
57	Brazos County.....	402	296	41,040	39,120	4,131	1,991	1,615	382	92	12,457	77	2,322
58	Bryan.....	335	249	37,770	36,194	3,832	1,797	1,452	313	78	11,681	61	1,925
59	College Station.....	36	34	2,327	(D)	245	147	131	36	3	606	5	179
60	Remainder of County.....	31	13	943	(D)	54	47	32	33	11	170	11	218
61	Brewster County.....	98	64	5,722	5,278	537	231	209	99	16	1,356	27	471
62	Alpine.....	81	51	5,061	4,719	499	214	194	85	13	(D)	21	427
63	Remainder of County.....	17	13	661	559	38	17	15	14	3	(D)	6	44
64	Briscoe County.....	43	29	2,418	2,124	127	78	60	47	9	847	5	52
65	Brooks County.....	101	63	6,562	5,850	556	270	235	113	21	1,724	26	397
66	Falfurrias.....	96	60	6,440	(D)	553	267	233	108	19	(D)	24	(D)
67	Remainder of County.....	5	3	122	(D)	3	3	2	5	2	(D)	2	(D)
68	Brown County.....	377	209	26,023	22,953	2,316	1,128	952	399	96	7,271	25	869
69	Brownwood.....	301	179	22,979	20,563	2,053	1,037	876	306	77	6,728	22	833
70	Remainder of County.....	76	30	3,044	2,390	263	91	76	93	19	543	3	36

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹Aranas Pass is in Aransas and San Patricio counties.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
4,097	976,398	5,078	525,783	4,497	404,618	6,217	1,918,096	11,995	644,149	5,747	770,191	3,263	285,247	11,831	762,958	3,752	186,493	1	
14	1,412	15	1,360	18	1,340	38	4,757	44	1,811	19	2,271	9	738	39	1,780	10	81	2	
8	1,147	15	1,360	18	1,340	36	(D)	32	1,617	16	2,129	9	(D)	34	1,584	8	(D)	3	
6	265	2	(D)	12	194	3	142	...	(D)	5	196	2	(D)	4	
2	(D)	5	390	5	470	11	2,320	16	953	9	878	3	221	11	(D)	5	
2	(D)	5	390	5	470	10	(D)	15	(D)	8	(D)	3	221	11	157	6	
...	1	(D)	1	(D)	1	(D)	(D)	7	
20	1,986	22	2,375	28	1,520	26	6,680	58	2,856	19	1,685	12	1,034	35	2,658	21	370	8	
9	1,286	21	(D)	26	(D)	24	(D)	46	2,330	13	1,302	10	(D)	30	2,472	15	340	9	
11	700	1	(D)	2	(D)	2	(D)	12	526	6	383	2	(D)	5	186	6	30	10	
6	180	2	(D)	2	(D)	3	328	12	532	5	869	2	(D)	14	465	11	
5	(D)	(D)	1	(D)	5	90	1	(D)	2	(D)	12	
1	(D)	2	(D)	2	(D)	2	(D)	7	442	4	(D)	2	(D)	12	(D)	13	
4	156	3	2,120	19	612	5	446	3	124	10	793	14	
2	(D)	1	(D)	5	60	10	283	7	501	1	(D)	4	(D)	1	(D)	15	
21	1,778	5	220	7	281	18	3,510	33	1,117	18	1,425	8	317	14	(D)	2	(D)	16	
5	940	3	(D)	5	(D)	7	1,190	14	606	8	858	3	170	4	281	17	
16	838	2	(D)	2	(D)	11	2,320	19	511	10	557	5	147	10	(D)	2	(D)	18	
20	1,516	5	151	3	177	15	2,220	36	1,145	15	1,400	5	(D)	26	1,762	3	(D)	19	
12	1,156	4	296	5	476	10	2,195	10	350	10	2,339	4	287	10	(D)	2	(D)	20	
3	141	3	(D)	1	(D)	4	129	7	320	6	370	3	122	8	222	21	
13	577	9	400	7	349	21	2,641	31	943	15	791	10	374	24	891	6	42	22	
1	(D)	4	190	2	(D)	5	(D)	10	359	3	(D)	2	(D)	12	286	2	(D)	23	
4	202	1	(D)	3	222	6	871	7	143	7	410	3	129	3	155	2	(D)	24	
3	161	4	(D)	2	(D)	8	860	11	307	5	(D)	3	151	6	355	2	(D)	25	
5	(D)	2	(D)	3	134	2	(D)	3	95	26	
4	276	4	283	6	512	9	1,751	15	(D)	11	1,360	3	190	18	646	1	(D)	27	
4	276	4	283	6	512	9	1,751	15	924	11	1,350	3	190	18	646	1	(D)	28	
...	(D)	29	
10	1,080	8	749	6	695	10	3,035	32	1,398	12	2,040	7	621	23	1,589	4	38	30	
6	994	8	749	6	695	10	3,035	21	1,084	12	2,040	5	(D)	20	(D)	4	38	31	
4	86	11	314	2	(D)	3	(D)	32	
37	8,301	49	4,372	33	3,465	62	17,859	100	5,556	39	5,688	30	2,975	83	3,878	31	1,455	33	
3	338	3	302	7	244	8	4,362	16	635	4	476	4	338	11	530	7	55	34	
10	1,147	21	1,298	11	1,265	16	(D)	17	1,729	7	1,830	5	698	11	(D)	7	825	35	
16	6,193	25	2,772	15	1,956	37	10,356	42	2,513	21	2,742	17	1,805	51	2,294	13	488	36	
8	623	1	(D)	25	679	7	640	4	134	10	(D)	4	87	37	
145	77,017	295	48,832	187	21,840	242	101,449	554	35,441	244	31,809	163	15,878	751	48,535	372	9,359	38	
135	76,509	291	48,482	184	21,758	239	101,090	525	33,808	238	31,108	163	15,878	727	47,694	367	9,269	39	
10	508	4	350	3	82	3	359	29	1,633	6	701	24	841	5	90	40	
7	283	2	(D)	4	(D)	11	499	4	528	2	(D)	9	870	41	
...	4	84	1	(D)	42	
13	869	4	174	5	68	8	1,965	28	759	27	2,023	14	577	18	(D)	2	(D)	43	
24	5,964	39	2,334	35	2,485	44	9,171	90	4,939	31	3,541	27	2,123	50	3,467	36	902	44	
3	235	7	251	3	(D)	5	2,422	10	379	4	250	4	(D)	5	(D)	4	24	45	
9	5,110	26	1,757	24	1,898	24	5,493	54	3,545	22	2,983	16	1,544	45	2,356	21	659	46	
12	619	6	326	8	(D)	15	1,456	26	1,015	5	308	7	(D)	8	(D)	11	219	50	
33	3,350	28	1,786	42	2,652	43	13,096	104	5,569	55	7,038	26	1,993	79	3,235	27	988	51	
3	(D)	7	281	9	752	8	2,790	16	797	9	2,678	1	(D)	10	577	1	(D)	52	
5	363	4	250	2	(D)	10	3,301	12	828	8	1,006	5	(D)	6	490	6	90	53	
5	1,341	10	747	10	717	10	4,114	11	513	4	(D)	6	678	13	487	2	(D)	54	
2	(D)	5	338	2	(D)	6	339	2	(D)	4	243	8	95	55	
18	867	7	508	16	(D)	13	(D)	59	3,092	32	2,649	10	556	42	1,586	18	882	56	
16	2,857	27	2,582	25	2,330	20	6,564	54	2,660	22	4,505	17	1,277	47	3,049	5	437	57	
13	2,721	24	2,496	22	(D)	20	6,564	45	2,082	18	4,132	12	742	37	(D)	5	437	58	
1	(D)	3	86	3	(D)	8	(D)	1	(D)	4	(D)	8	313	59	
2	(D)	1	(D)	3	(D)	1	(D)	2	(D)	60	
4	355	4	266	2	(D)	6	1,509	8	570	4	320	3	271	21	468	3	(D)	61	
2	(D)	4	266	2	(D)	6	1,509	5	407	2	(D)	2	(D)	21	468	3	(D)	62	
2	(D)	3	163	2	(D)	1	(D)	63	
3	128	2	(D)	1	(D)	1	(D)	8	268	7	406	3	166	2	(D)	2	(D)	64	
4	389	2	(D)	7	177	6	1,132	15	939	10	(D)	4	263	6	282	65	
4	389	2	(D)	7	177	6	1,132	15	939	9	1,083	4	263	6	282	66	
...	1	(D)	67	
14	2,125	20	1,497	18	953	34	5,067	68	1,632	17	2,005	22	1,379	43	2,407	20	818	68	
12	(D)	17	1,473	17	(D)	30	(D)	44	1,221	12	1,077	18	1,220	34	2,196	18	(D)	69	
2	(D)	3	24	1	(D)	4	(D)	24	411	5	928	4	159	9	211	2	(D)	70	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total	With payroll	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total	Full workweek		Estab- lishments (Number)	Sales (\$1,000)	Estab- lishments (Number)	Sales (\$1,000)
1	Burleson County.....	177	101	7,366	6,416	461	288	233	190	50	2,153	41	480
2	Burnet County.....	113	77	6,819	6,211	474	248	223	116	23	1,307	13	318
3	Caldwell County.....	265	183	18,514	17,422	1,348	724	596	273	55	3,664	49	919
4	Lockhart.....	119	83	10,518	10,094	725	358	305	121	22	1,589	22	354
5	Luling.....	105	79	6,652	6,350	560	324	260	107	17	1,461	20	415
6	Remainder of County.....	41	21	1,344	973	63	42	31	45	16	614	7	150
7	Calhoun County.....	125	87	10,037	9,123	811	406	349	139	24	2,764	35	1,182
8	Port Lavaca.....	93	65	8,432	7,840	709	348	295	99	20	2,324	25	890
9	Remainder of County.....	32	22	1,605	1,283	102	58	54	40	4	440	10	292
10	Callahan County.....	132	68	6,291	5,015	385	215	192	138	30	1,963	11	334
11	Cameron County.....	1,157	801	98,959	93,265	9,934	5,091	4,350	1,138	333	25,963	232	6,386
12	Brownsville.....	378	284	34,977	33,781	3,949	2,140	1,814	361	113	8,987	84	2,236
13	Harlingen.....	379	273	40,996	38,886	4,275	2,019	1,750	349	98	8,890	61	2,494
14	La Feria.....	45	29	2,075	1,903	156	94	81	46	6	795	10	149
15	San Benito.....	176	104	11,414	10,214	871	487	392	178	60	3,694	35	608
16	Remainder of County.....	179	111	9,497	8,481	683	351	313	204	56	3,597	42	899
17	Camp County.....	94	58	6,368	5,628	360	210	163	99	28	1,555	7	189
18	Pittsburg.....	84	56	6,031	(D)	(D)	(D)	(D)	(D)	23	1,350	7	189
19	Remainder of County.....	10	2	337	(D)	(D)	(D)	(D)	(D)	5	205
20	Carson County.....	100	64	5,978	5,212	351	164	143	102	10	1,045	14	349
21	Cass County.....	244	130	17,121	14,477	1,088	548	452	287	78	4,904	24	389
22	Atlanta.....	89	57	9,395	8,871	742	337	278	95	22	1,768	7	131
23	Remainder of County.....	155	73	7,726	5,606	346	211	174	192	56	3,136	17	258
24	Castro County.....	59	43	6,920	6,552	473	218	182	67	6	1,778	5	74
25	Chambers County.....	99	59	6,021	5,563	426	166	142	98	16	1,765	24	366
26	Cherokee County.....	378	198	24,922	21,186	1,782	883	710	386	116	5,749	37	897
27	Jacksonville.....	200	106	15,063	12,863	1,213	555	468	207	61	3,113	15	457
28	Rusk.....	56	44	4,746	4,500	367	201	149	57	10	888	7	182
29	Remainder of County.....	122	48	5,113	3,823	202	127	93	122	45	1,748	15	258
30	Childress County.....	130	96	9,612	8,722	921	432	369	125	12	2,152	18	477
31	Childress.....	126	94	9,514	(D)	(D)	432	369	119	12	2,152	18	477
32	Remainder of County.....	4	2	98	(D)	(D)	6
33	Clay County.....	122	56	7,483	6,269	406	180	148	141	30	1,692	15	221
34	Henrietta.....	67	43	6,007	5,579	358	155	127	71	12	1,078	9	160
35	Remainder of County.....	55	13	1,476	690	48	25	21	70	18	614	6	61
36	Cochran County.....	93	61	6,716	5,928	446	216	166	105	21	1,853	12	202
37	Coke County.....	52	36	4,140	3,436	318	130	117	59	11	871	4	71
38	Coleman County.....	200	116	11,861	10,391	896	423	363	208	47	3,076	16	376
39	Coleman.....	130	86	10,180	9,168	806	364	314	134	27	2,506	6	241
40	Remainder of County.....	70	30	1,681	1,223	90	59	49	74	20	370	10	135
41	Collin County.....	513	307	32,491	27,687	2,276	1,114	889	542	140	9,446	43	1,003
42	McKinney.....	220	142	17,533	15,319	1,438	672	553	226	64	5,004	17	583
43	Remainder of County.....	293	165	14,958	12,368	838	442	336	316	76	4,442	26	420
44	Collingsworth County.....	108	64	7,122	6,364	422	237	181	121	24	2,296	8	124
45	Wellington.....	89	59	6,626	6,090	404	231	175	101	16	2,056	4	98
46	Remainder of County.....	19	5	496	274	18	6	6	20	8	240	4	26
47	Colorado County.....	270	196	20,652	19,772	1,869	911	762	276	41	3,559	58	1,260
48	Columbus.....	82	66	7,707	6,565	642	320	279	83	10	1,105	15	504
49	Eagle Lake.....	58	38	5,493	5,269	481	213	184	58	10	1,243	8	122
50	Remainder of County.....	130	92	8,452	7,938	746	378	299	135	21	1,211	33	634
51	Comal County.....	236	154	19,986	18,744	1,607	839	697	252	48	3,898	58	1,390
52	New Braunfels.....	210	140	19,040	17,954	1,559	804	674	226	40	3,431	50	1,182
53	Remainder of County.....	26	14	946	790	38	35	23	26	8	467	8	208
54	Comanche County.....	186	116	10,170	8,736	704	349	310	206	30	1,910	13	430
55	Comanche.....	89	61	5,900	5,442	466	220	194	95	12	969	8	179
56	Remainder of County.....	97	55	4,270	3,294	238	129	116	111	18	941	5	251
57	Concho County.....	78	50	4,015	3,481	284	148	133	80	8	463	15	576
58	Cooke County.....	300	204	26,890	24,346	2,017	935	813	336	73	5,405	28	705
59	Gainesville.....	246	170	23,197	20,923	1,819	831	737	272	59	4,641	23	610
60	Remainder of County.....	54	34	3,693	3,423	198	104	76	64	14	764	5	95
61	Coryell County.....	208	112	13,055	11,085	840	434	370	207	60	3,200	14	402
62	Gatesville.....	130	82	10,174	9,188	725	366	314	130	29	1,936	8	332
63	Remainder of County.....	78	30	2,881	1,897	115	68	56	77	31	1,264	6	70
64	Cottle.....	83	55	4,482	3,940	391	208	160	81	21	1,259	10	159
65	Paducah.....	76	54	4,260	(D)	(D)	(D)	(D)	(D)	14	1,037	10	159
66	Remainder of County.....	7	1	222	(D)	(D)	(D)	(D)	(D)	7	222
67	Crane County.....	57	43	5,363	5,163	411	185	163	67	11	1,090	13	300
68	Crockett County.....	53	43	4,033	3,853	374	126	120	47	7	794	9	222

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
14	533	7	330	5	232	7	526	18	486	10	907	7	256	16	(D)	2	(D)	1	
9	475	4	67	4	140	9	1,985	17	787	11	852	4	229	17	(D)	2	(D)	2	
16	1,116	13	628	7	464	21	5,964	51	2,769	15	1,367	8	485	26	1,102	4	36	3	
5	348	7	430	3	(D)	11	4,633	19	656	11	1,076	3	236	14	931	2	(D)	4	
7	442	6	198	4	(D)	10	1,331	21	1,939	4	291	4	(D)	10	(D)	2	(D)	5	
4	326	11	174	1	(D)	2	(D)	6	
7	285	5	558	4	362	5	1,487	16	929	11	1,674	5	357	13	439	7	
4	183	5	558	3	(D)	5	1,487	11	701	7	1,332	3	(D)	10	391	8	
3	102	1	(D)	5	228	4	342	2	(D)	3	48	9	
11	287	3	150	3	(D)	10	1,277	26	844	17	568	7	207	10	(D)	4	40	10	
53	13,316	77	7,818	47	3,714	56	16,569	108	5,926	68	8,825	35	2,407	126	7,713	22	322	11	
17	5,824	35	4,392	15	1,477	18	4,960	27	1,516	20	2,759	10	(D)	36	1,849	3	(D)	12	
12	6,084	33	2,844	20	1,509	29	9,355	38	2,428	23	3,518	8	937	40	2,738	17	199	13	
2	(D)	2	(D)	1	(D)	1	(D)	11	339	4	268	4	(D)	4	198	...	(D)	14	
11	859	4	342	8	588	5	1,721	18	934	11	1,471	8	319	16	878	15	
11	(D)	3	(D)	3	(D)	3	(D)	14	709	10	809	5	202	30	2,050	2	(D)	16	
8	311	7	320	4	232	7	2,268	13	(D)	5	307	2	(D)	8	305	5	121	17	
5	(D)	7	320	4	232	7	2,268	11	542	5	307	2	(D)	8	305	5	121	18	
3	(D)	2	(D)	19	
3	48	1	(D)	1	(D)	9	1,915	14	524	13	951	15	343	18	597	2	(D)	20	
20	2,270	13	706	8	376	20	4,085	30	1,327	15	1,410	10	517	17	955	9	182	21	
6	1,314	4	200	5	313	11	3,190	10	621	7	839	5	359	8	600	4	60	22	
14	956	9	506	3	63	9	895	20	706	8	571	5	158	9	355	5	122	23	
6	370	3	(D)	1	(D)	8	883	9	857	10	1,922	2	(D)	7	685	2	(D)	24	
3	191	2	(D)	7	159	4	1,396	13	666	5	639	7	247	14	(D)	4	22	25	
29	2,183	17	828	21	1,251	42	6,756	33	1,608	13	1,453	16	1,032	38	3,028	16	137	26	
12	1,165	6	488	11	965	27	3,681	20	1,063	6	1,090	8	725	26	2,209	8	107	27	
5	369	7	268	7	186	7	2,149	4	217	3	233	3	224	1	(D)	2	(D)	28	
12	649	4	72	3	100	8	926	9	328	4	130	5	83	11	(D)	6	(D)	29	
8	1,062	10	366	12	275	17	2,505	21	1,224	14	712	5	346	13	493	30	
8	1,062	10	366	12	275	17	2,505	18	(D)	13	(D)	5	346	13	493	31	
...	3	(D)	1	(D)	32	
3	(D)	3	79	6	201	7	2,367	37	948	5	730	5	204	10	806	1	(D)	33	
3	(D)	3	79	3	37	7	2,367	16	533	4	(D)	2	(D)	7	(D)	1	(D)	34	
...	3	164	21	415	1	(D)	3	(D)	3	(D)	35	
7	563	3	260	2	(D)	7	1,340	13	450	12	1,219	6	205	10	(D)	36	
6	143	2	(D)	4	1,355	10	345	5	757	6	301	4	(D)	37	
8	518	8	618	8	833	18	2,686	32	956	17	1,408	8	504	25	783	13	103	38	
4	474	7	(D)	7	(D)	16	(D)	18	676	11	1,249	5	417	20	(D)	9	75	39	
4	44	1	(D)	1	(D)	2	(D)	14	280	6	159	3	87	5	(D)	4	28	40	
25	2,189	33	1,152	24	1,963	45	6,529	73	2,703	43	3,760	18	999	58	2,362	11	385	41	
11	1,558	13	789	11	1,329	27	4,205	24	1,251	12	1,133	6	562	30	937	6	182	42	
14	631	20	363	14	634	18	2,324	49	1,452	31	2,627	12	437	28	1,425	5	203	43	
6	384	4	227	6	91	20	1,444	9	278	12	724	6	223	13	(D)	2	(D)	44	
4	(D)	4	227	4	91	18	(D)	8	(D)	12	794	6	223	11	1,249	2	(D)	45	
2	(D)	2	(D)	1	(D)	2	(D)	46	
23	1,562	8	548	14	590	16	4,419	37	1,671	27	5,551	7	353	33	1,117	6	32	47	
5	(D)	4	194	3	(D)	7	(D)	15	683	8	2,245	3	135	12	360	48	
2	(D)	4	354	2	(D)	5	1,004	5	313	11	1,898	1	(D)	8	196	2	(D)	49	
16	1,026	9	294	4	(D)	17	675	8	1,398	3	(D)	13	561	4	(D)	50	
16	2,363	7	339	10	540	17	5,924	22	1,120	12	2,067	3	415	34	1,863	9	67	51	
14	(D)	7	339	10	540	17	5,924	22	1,120	11	(D)	3	415	29	1,777	7	(D)	52	
2	(D)	1	(D)	5	86	2	(D)	53	
16	839	11	230	4	178	28	2,771	23	829	23	1,330	6	439	28	943	4	271	54	
7	543	7	142	1	(D)	18	1,816	12	527	7	706	2	(D)	12	413	3	(D)	55	
9	296	4	88	3	(D)	10	955	11	302	16	624	4	(D)	16	530	1	(D)	56	
7	174	2	(D)	4	46	6	938	16	466	6	382	2	(D)	10	850	2	(D)	57	
9	1,992	21	1,123	16	1,233	26	5,887	60	2,508	30	4,819	6	768	29	(D)	2	(D)	58	
6	1,720	20	(D)	16	(D)	23	4,949	44	1,990	22	4,135	5	(D)	26	1,999	2	(D)	59	
3	272	1	(D)	...	(D)	3	938	16	518	8	684	1	(D)	3	(D)	60	
12	659	4	388	9	570	18	3,550	40	1,088	24	2,103	8	429	15	646	4	20	61	
6	539	4	388	6	398	15	(D)	24	741	19	1,443	6	(D)	11	515	2	(D)	62	
6	120	3	172	3	(D)	16	347	5	560	2	(D)	4	131	2	(D)	63	
4	346	5	173	6	239	5	901	6	169	7	495	3	179	15	(D)	1	(D)	64	
...	65	
3	142	3	268	3	(D)	5	1,861	7	534	5	768	2	(D)	5	91	66	
4	248	1	(D)	2	(D)	6	1,275	8	317	2	(D)	3	147	11	419	67	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Sales (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)
1	Crosby County.....	134	88	11,182	10,284	733	365	295	136	23	2,342	10	239
2	Culberson County.....	61	43	3,440	3,222	282	156	146	56	7	495	17	491
3	Dallam County.....	113	87	8,978	8,458	740	310	274	114	7	1,980	22	559
4	Dalhart (part) ²	99	77	8,388	7,950	683	285	250	103	6	(D)	18	492
5	Remainder of County.....	14	10	590	508	57	25	24	11	1	(D)	4	67
6	Dallas County.....	7,366	4,984	1,094,436	1,043,312	120,952	45,195	39,375	7,355	1,207	214,762	1,443	66,760
7	Dallas.....	5,868	4,046	928,202	888,524	105,234	39,302	34,362	5,772	957	171,441	1,295	60,661
8	Garland.....	Data for these areas combined with Remainder of County.											
9	Grand Prairie (part) ¹⁰												
10	Highland Park.....												
11	Irving.....												
12	Lancaster.....												
13	University Park.....												
14	Remainder of County.....	1,498	938	166,234	154,788	15,718	5,893	5,013	1,583	250	43,321	148	6,099
15	Dawson County.....	223	153	22,075	20,401	1,714	819	649	256	52	4,876	26	954
16	Lamesa.....	191	139	20,474	19,152	1,600	780	616	223	40	4,437	25	(D)
17	Remainder of County.....	32	14	1,601	1,249	114	39	33	33	12	439	1	(O)
18	Deaf Smith County.....	146	106	16,889	16,273	1,422	497	433	157	14	2,915	15	463
19	Hereford.....	136	100	15,720	15,188	1,319	467	403	150	14	2,915	14	(D)
20	Remainder of County.....	10	6	1,169	1,085	103	30	30	7	1	(O)
21	Delta County.....	82	52	4,524	3,694	306	175	130	95	24	1,340	4	99
22	Denton County.....	488	314	41,024	37,306	3,198	1,589	1,283	546	112	9,425	53	1,525
23	Denton.....	292	204	29,025	26,909	2,571	1,285	1,032	320	49	6,498	37	1,252
24	Remainder of County.....	196	110	11,999	10,397	627	304	251	226	63	2,927	16	273
25	Dewitt County.....	364	262	23,415	21,565	2,010	1,106	936	375	62	4,826	85	1,421
26	Cuero.....	147	111	10,453	9,895	992	503	468	145	26	2,524	36	658
27	Yoakum (part) ³	87	69	6,693	6,305	594	304	266	95	6	600	17	277
28	Yorktown.....	74	50	4,381	3,911	337	202	161	73	21	1,317	17	233
29	Remainder of County.....	56	32	1,888	1,454	87	57	41	62	9	385	15	253
30	Dickens County.....	88	56	5,757	5,317	386	230	177	86	18	1,225	8	155
31	Dimmit County.....	67	45	4,596	4,320	322	160	143	65	16	859	8	78
32	Carrizo Springs.....	50	34	4,120	3,918	294	147	132	52	14	(D)	5	53
33	Remainder of County.....	17	11	476	402	28	13	11	13	2	(D)	3	25
34	Donley County.....	100	56	5,159	4,503	348	178	157	117	13	1,261	12	214
35	Clarendon.....	75	45	4,468	4,028	315	161	141	92	6	884	7	173
36	Remainder of County.....	25	11	691	475	33	17	16	25	7	377	5	41
37	Duval County.....	161	93	6,937	6,243	523	312	271	183	38	2,293	39	507
38	Benavides.....	51	27	1,390	1,170	93	70	58	55	18	555	7	60
39	San Diego (part) ⁴	47	25	1,901	1,607	144	86	75	56	8	404	12	193
40	Remainder of County.....	63	41	3,646	3,466	286	156	138	72	12	1,334	20	254
41	Eastland County.....	376	232	22,547	20,253	1,682	857	736	396	69	5,486	36	1,115
42	Cisco.....	101	63	6,116	5,640	528	282	242	108	18	1,743	9	475
43	Eastland.....	82	56	7,428	6,832	457	212	180	92	16	1,674	7	180
44	Ranger.....	78	58	4,563	4,359	420	218	189	74	15	997	12	201
45	Remainder of County.....	115	55	4,440	3,422	277	145	125	122	20	1,072	8	259
46	Ector County.....	669	445	86,753	82,189	8,150	2,998	2,553	727	90	19,812	122	4,012
47	Odesa.....	615	405	82,381	78,001	7,815	2,873	2,439	669	83	19,214	109	3,761
48	Remainder of County.....	54	40	4,372	4,188	335	125	114	58	7	598	13	251
49	Edwards County.....	33	21	1,481	1,297	108	49	42	34	4	492	9	97
50	Ellis County.....	543	331	35,147	30,575	2,767	1,367	1,092	588	142	10,218	43	1,229
51	Ennis.....	156	100	11,208	9,798	850	400	326	158	43	3,120	15	316
52	Waxahachie.....	196	128	16,612	15,012	1,504	725	583	211	47	4,667	13	570
53	Remainder of County.....	191	103	7,331	5,765	413	242	183	219	52	2,431	15	343
54	El Paso County.....	1,985	1,311	245,403	233,303	26,932	11,946	10,171	2,009	450	56,091	436	16,048
55	El Paso.....	1,689	1,125	224,706	214,102	25,225	11,131	9,478	1,730	366	48,504	355	14,227
56	Remainder of County.....	296	186	20,697	19,201	1,707	815	693	279	84	7,587	81	1,821
57	Erath County.....	231	135	17,275	15,419	1,199	597	513	232	51	3,413	20	466
58	Dublin.....	65	41	4,324	3,758	305	148	125	58	11	920	5	93
59	Stephenville.....	147	87	12,187	11,043	838	425	368	152	33	2,278	15	373
60	Remainder of County.....	19	7	764	618	56	24	20	22	7	215
61	Falls County.....	283	181	18,507	16,701	1,281	707	587	282	72	4,563	43	866
62	Marlin.....	160	108	12,093	10,951	903	485	406	167	27	2,725	33	688
63	Remainder of County.....	123	73	6,414	5,750	378	222	181	115	45	1,838	10	178
64	Fannin County.....	319	201	17,604	15,610	1,195	721	587	335	95	5,641	23	622
65	Bonham.....	149	99	10,328	9,430	785	454	366	157	34	2,843	13	434
66	Remainder of County.....	170	102	7,276	6,180	410	267	221	178	61	2,798	10	188
67	Fayette County.....	366	234	18,513	15,801	1,141	837	706	376	87	4,625	65	1,484
68	La Grange.....	105	65	7,019	6,371	639	343	305	105	35	1,749	19	468
69	Remainder of County.....	261	169	11,494	9,430	802	494	401	271	52	2,876	46	1,016
70	Fisher County.....	108	68	6,054	5,364	427	235	187	120	28	1,836	9	250
71	Hamlin (part) ⁵
72	Rotan.....	49	39	4,002	3,754	316	169	129	60	8	1,189	5	134
73	Remainder of County.....	59	29	2,052	1,610	111	66	58	60	20	647	4	116

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

²Dalhart is in Dallas and Hartley counties. ³Yoakum is in DeWitt and Lavaca counties. ⁴San Diego is in Duval and Jim Wells counties. ⁵Hamlin is in Fisher and Jones counties. ¹⁰Grand Prairie is in Dallas and Tarrant counties.

BY COUNTIES: CITIES OF 2,500 INHABITANTS OR MORE—Continued

9

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
9	482	4	231	8	289	11	3,999	23	793	19	1,775	4	167	20	827	3	38	1	
5	325	1	(D)	1	(D)	5	680	14	877	2	(D)	2	(D)	7	173	2	
7	558	6	347	1	(D)	13	2,602	21	874	9	776	5	366	20	708	2	(D)	3	
7	558	6	347	1	(D)	13	2,602	15	726	8	(D)	4	(D)	19	(D)	2	(D)	4	
...	6	148	1	(D)	1	(D)	1	(D)	5	
229	138,700	576	74,840	402	40,255	461	247,828	820	59,309	326	65,419	229	33,571	1,167	84,819	546	68,173	6	
158	131,436	414	61,990	337	34,033	359	205,428	592	42,423	247	51,745	191	29,054	936	77,007	382	62,984	7	
71	7,264	122	12,850	65	6,222	102	42,400	228	16,886	79	13,674	38	4,517	231	7,812	164	5,189	8	
17	1,698	4	527	11	655	21	6,429	27	2,094	20	2,518	8	559	31	1,574	6	191	9	
13	1,676	4	527	10	(D)	21	6,429	22	1,622	16	2,452	8	559	26	(D)	6	191	10	
4	22	1	(D)	5	472	4	66	5	(D)	11	
7	810	12	811	6	491	19	4,035	19	1,277	18	3,326	4	285	24	(D)	8	(D)	12	
7	810	9	(D)	6	491	19	4,035	15	1,032	18	3,326	4	285	22	1,226	8	(D)	13	
...	...	3	(D)	4	245	2	(D)	14	
9	375	4	145	7	1,169	8	204	12	375	2	(D)	12	(D)	15	
33	4,109	28	1,688	30	1,494	34	10,140	62	2,814	42	4,010	18	1,477	61	3,779	15	563	16	
15	3,573	25	1,591	22	1,227	21	6,704	45	1,738	20	2,259	12	1,258	42	(D)	4	(D)	17	
18	536	3	97	8	267	13	3,436	17	1,076	22	1,751	6	219	19	(D)	11	(D)	18	
21	1,896	13	918	12	546	30	5,167	46	1,662	33	2,856	12	690	46	3,199	4	234	19	
7	989	6	306	2	(D)	12	2,109	20	920	13	1,118	4	276	19	1,240	2	(D)	20	
5	478	4	512	6	246	13	2,132	7	296	7	858	5	(D)	15	817	2	(D)	21	
4	333	3	100	2	(D)	5	926	8	207	6	704	1	(D)	7	451	22	
5	96	2	(D)	11	239	7	176	2	(D)	5	691	23	
3	194	5	394	7	232	8	1,766	19	595	9	691	3	(D)	8	(D)	24	
1	(D)	4	149	5	220	5	2,019	13	335	6	(D)	5	152	4	277	25	
1	(D)	3	(D)	5	220	4	(D)	7	263	3	(D)	5	152	3	(D)	26	
...	...	1	(D)	1	(D)	6	72	3	136	1	(D)	27	
8	197	4	235	4	101	7	1,239	18	532	12	696	5	173	17	511	28	
5	161	4	235	3	(D)	7	1,239	11	432	10	(D)	5	173	17	511	29	
3	36	1	(D)	7	100	2	(D)	30	
5	331	10	307	4	(D)	6	(D)	23	977	6	455	9	395	14	143	7	44	31	
2	(D)	4	(D)	1	(D)	1	(D)	6	120	2	(D)	6	233	4	20	32	
1	(D)	2	(D)	1	(D)	1	(D)	8	349	2	(D)	2	(D)	6	76	4	24	33	
2	(D)	4	168	2	(D)	4	657	9	508	2	(D)	1	(D)	4	47	3	20	34	
27	1,625	18	775	19	783	29	6,328	77	2,330	29	1,931	23	777	41	1,317	8	30	35	
3	(D)	7	307	10	291	7	977	19	751	6	452	4	168	16	656	2	(D)	36	
6	267	5	(D)	3	191	11	3,526	15	631	4	444	4	192	9	94	2	(D)	37	
5	600	5	247	2	(D)	6	968	17	467	6	288	3	(D)	7	384	...	(D)	38	
13	(D)	1	(D)	4	(D)	5	857	26	481	13	747	12	(D)	9	183	4	20	39	
23	7,723	51	6,142	38	5,211	48	18,327	85	6,456	41	6,360	24	2,241	110	9,606	37	863	40	
21	(D)	51	6,142	38	5,211	48	18,327	71	5,952	38	(D)	23	(D)	96	6,798	37	863	41	
2	(D)	14	504	3	(D)	1	(D)	14	2,808	42	
3	32	1	(D)	7	227	3	(D)	4	159	2	(D)	43	
36	2,609	29	832	26	1,355	49	7,560	95	3,393	45	4,260	19	1,125	53	2,514	6	52	44	
8	636	11	424	9	378	18	3,216	19	871	12	1,374	5	374	16	495	45	
7	1,326	9	263	10	893	26	3,555	32	1,286	15	2,018	8	517	29	(D)	...	(D)	46	
21	647	9	145	7	84	5	789	44	1,236	18	868	6	234	8	(D)	6	(D)	47	
51	38,444	130	18,028	98	15,095	107	44,914	192	13,953	87	15,835	60	7,398	261	15,724	113	3,773	48	
39	37,666	122	17,619	87	14,439	99	42,573	157	12,260	67	12,625	49	6,806	240	14,230	108	3,757	49	
12	778	8	409	11	656	8	2,341	35	1,693	20	3,210	11	692	21	1,494	5	16	50	
12	1,074	10	636	19	635	24	2,871	32	1,093	22	2,569	8	485	30	3,983	3	50	51	
4	172	4	152	4	63	10	618	7	232	9	(D)	3	(D)	8	(D)	52	
5	842	6	484	15	572	14	2,253	19	799	12	1,415	4	299	21	2,822	3	50	53	
3	60	6	62	1	(D)	1	(D)	1	(D)	54	
12	820	16	990	12	1,012	17	3,111	34	1,048	15	1,954	10	576	46	3,510	6	57	55	
6	580	9	819	9	841	10	2,164	20	682	7	1,132	7	469	28	(D)	4	(D)	56	
6	240	7	171	3	171	7	947	14	366	8	822	3	107	18	(D)	2	(D)	57	
24	1,360	23	652	12	546	25	3,329	41	1,474	32	2,156	11	605	22	1,036	11	183	58	
10	875	14	497	8	340	15	2,132	24	799	9	1,045	4	388	13	(D)	9	(D)	59	
14	485	9	155	4	206	10	1,197	17	675	23	1,111	7	217	9	(D)	6	(D)	60	
41	1,905	11	624	15	568	16	2,815	46	1,540	23	2,366	9	402	48	2,145	5	39	61	
3	206	6	427	4	308	5	1,174	11	522	7	1,323	3	222	8	(D)	4	(D)	62	
38	1,699	5	197	11	260	11	1,641	35	1,018	16	1,043	6	180	40	(D)	1	(D)	63	
4	192	5	380	4	106	11	1,586	21	658	9	561	6	289	9	(D)	2	(D)	64	
...	65	
2	(D)	4	(D)	3	(D)	7	(D)	9	385	6	500	4	(D)	1	(D)	66	
2	(D)	1	(D)	1	(D)	4	(D)	12	273	3	61	2	(D)	8	113	2	(D)	67	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Floyd County.....	161	117	13,162	12,362	911	512	375	173	37	3,425	12	276
2	Floydada.....	102	76	8,485	8,031	609	352	247	111	22	1,834	7	186
3	Remainder of County.....	59	41	4,677	4,331	302	160	128	62	15	1,591	5	90
4	Foard County.....	58	38	2,464	2,168	166	95	89	58	17	547	4	89
5	Fort Bend County.....	371	259	35,232	33,110	2,729	1,186	1,068	376	71	8,005	66	1,926
6	Rosenberg.....	166	134	20,413	19,847	1,565	644	592	173	25	3,572	23	712
7	Remainder of County.....	205	125	14,869	13,263	1,164	542	476	203	46	4,433	43	1,214
8	Franklin County.....	65	29	3,266	2,710	232	129	121	76	10	447	8	125
9	Winnboro (part) ⁶	2	***	(D)	---	---	---	---	(D)	2	(D)	***	---
10	Remainder of County.....	63	29	(D)	2,710	232	129	121	(D)	8	(D)	8	125
11	Freestone County.....	166	96	9,656	8,350	629	355	288	187	41	2,879	17	364
12	Teague.....	60	42	3,767	3,449	242	151	117	69	11	841	3	86
13	Remainder of County.....	106	54	5,889	4,901	387	204	171	118	30	2,039	14	278
14	Frio County.....	109	61	5,892	5,308	421	258	230	112	35	1,267	23	460
15	Pearsall.....	62	40	4,131	3,845	283	174	150	65	19	766	11	232
16	Remainder of County.....	47	21	1,761	1,463	138	84	80	47	16	501	12	228
17	Gaines County.....	153	99	15,132	13,810	1,042	461	359	167	20	3,262	18	530
18	Seminole.....	85	61	11,108	10,396	779	309	248	94	10	2,270	10	391
19	Remainder of County.....	68	38	4,024	3,414	263	152	111	73	10	992	8	139
20	Galveston County.....	1,496	1,028	126,450	118,672	15,008	6,185	5,420	1,531	278	32,151	470	13,909
21	Galveston.....	948	660	83,870	78,886	10,857	4,425	3,932	971	199	18,500	307	10,175
22	Texas City.....	230	172	23,038	22,272	2,315	1,029	839	216	33	7,951	60	1,357
23	Remainder of County.....	318	196	19,542	17,514	1,836	731	649	344	46	5,700	103	2,377
24	Garza County.....	77	59	5,975	5,649	511	273	191	73	11	1,389	12	353
25	Post.....	70	54	5,735	(D)	484	264	182	66	11	1,388	10	(D)
26	Remainder of County.....	7	5	240	(D)	27	9	9	7	***	***	2	(D)
27	Gillespie County.....	176	124	12,491	11,695	991	558	475	206	19	1,954	31	655
28	Fredericksburg.....	145	105	11,528	10,994	950	519	450	170	16	(D)	22	498
29	Remainder of County.....	31	19	963	711	41	39	25	36	3	(D)	9	157
30	Glasscock County.....	9	5	164	148	10	9	7	12	1	(D)	***	(D)
31	Goliad County.....	80	48	3,609	3,087	283	159	131	75	27	1,323	16	247
32	Gonzales County.....	226	142	23,603	22,119	1,349	686	568	228	54	5,742	32	714
33	Gonzales.....	134	82	16,334	15,520	905	456	377	134	27	4,375	24	512
34	Remainder of County.....	92	60	7,269	6,599	444	230	191	94	27	1,367	8	202
35	Gray County.....	366	224	34,811	32,461	3,166	1,210	1,070	377	55	8,027	56	1,676
36	Pampa.....	290	190	31,528	29,750	2,968	1,123	994	287	45	7,150	45	1,545
37	Remainder of County.....	76	34	3,283	2,711	198	87	76	90	10	877	11	131
38	Grayson County.....	805	547	73,469	68,591	6,192	2,892	2,419	831	183	17,653	94	2,547
39	Denison.....	249	177	26,537	25,305	2,228	1,069	893	255	64	6,877	25	893
40	Sherman.....	302	218	33,376	31,712	3,206	1,404	1,177	298	61	7,246	41	1,116
41	Remainder of County.....	254	152	13,556	11,574	758	419	349	278	58	3,530	28	538
42	Gregg County.....	953	649	90,242	84,302	7,931	3,488	3,006	1,012	147	15,369	187	5,038
43	Gladewater (part) ⁷	151	99	12,532	11,652	1,007	435	390	168	17	1,761	31	585
44	Kilgore (part) ⁸	214	148	24,345	22,771	1,892	803	700	227	40	3,569	40	1,091
45	Longview.....	459	311	46,781	43,917	4,585	1,980	1,674	461	70	8,572	79	2,332
46	Remainder of County.....	129	91	6,184	5,962	447	270	242	146	20	1,467	37	1,030
47	Grimes County.....	177	115	11,087	9,969	805	406	361	187	57	3,112	13	320
48	Navasota.....	107	75	8,253	7,525	641	314	282	113	27	1,915	8	272
49	Remainder of County.....	70	40	2,834	2,444	164	92	79	74	30	1,197	5	48
50	Guadalupe County.....	281	209	35,798	34,668	4,230	1,991	1,717	296	57	4,658	65	1,217
51	Seguin.....	191	145	31,543	30,785	3,960	1,825	1,582	200	34	3,025	40	751
52	Remainder of County.....	90	64	4,255	3,883	270	166	135	96	23	1,633	25	466
53	Hale County.....	418	296	49,447	46,519	4,551	2,106	1,598	444	74	9,793	40	1,249
54	Plainview.....	300	204	37,507	35,521	3,724	1,757	1,307	312	44	6,829	31	930
55	Remainder of County.....	118	92	11,940	10,998	827	349	291	132	30	3,364	9	319
56	Hall County.....	146	100	6,780	6,046	449	285	203	150	37	2,158	23	277
57	Memphis.....	87	59	4,538	4,194	336	203	141	89	18	1,123	15	193
58	Remainder of County.....	59	41	2,242	1,852	113	82	62	61	19	1,035	8	84
59	Hamilton County.....	129	91	7,780	6,932	531	324	275	147	16	1,292	11	231
60	Hamilton.....	86	66	5,785	5,541	424	254	216	92	11	1,091	8	178
61	Remainder of County.....	43	25	1,995	1,391	107	70	59	55	5	201	3	53
62	Hansford County.....	65	51	5,589	5,235	412	150	122	65	7	1,089	7	287
63	Hardeman County.....	116	82	7,944	6,972	599	301	256	116	15	2,123	12	386
64	Quanah.....	66	54	6,054	5,786	500	243	212	62	9	1,525	10	(D)
65	Remainder of County.....	50	28	1,890	1,186	99	58	44	54	6	598	2	(D)
66	Hardin County.....	245	139	15,450	13,262	1,070	555	471	248	43	3,519	49	986
67	Silsbee.....	115	59	8,348	7,024	598	302	260	116	22	1,858	14	385
68	Remainder of County.....	130	80	7,102	6,238	472	253	211	132	21	1,661	35	601
69	Harris County.....	9,094	5,992	1,212,865	1,156,321	132,440	53,375	45,248	9,060	1,761	291,368	1,877	75,455
70	Baytown.....	331	223	43,030	41,018	4,343	1,679	1,406	316	75	14,048	56	1,647
71	Bellaire.....	65	43	7,884	7,624	819	295	239	64	9	3,618	5	132

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

⁶Winnboro is in Franklin and Wood counties.⁷Gladewater is in Gregg and Upshur counties.⁸Kilgore is in Gregg and Rusk counties.

BY COUNTIES: CITIES OF 2,500 INHABITANTS OR MORE—Continued

11

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
7	447	13	663	12	557	9	2,816	15	806	21	2,813	6	404	19	919	10	36	1	
3	(D)	10	481	8	375	6	1,648	9	441	16	2,249	4	(D)	11	714	6	24	2	
4	(D)	3	182	4	182	3	1,168	6	365	5	564	2	(D)	8	205	4	12	3	
4	153	1	(D)	5	118	4	772	7	138	7	402	2	(D)	7	77	4	
24	1,475	16	1,055	24	951	28	10,079	53	2,666	35	5,653	3	434	38	2,339	13	699	5	
5	487	12	812	14	476	24	(D)	20	1,397	14	2,070	2	(D)	23	1,877	4	(D)	6	
19	988	4	243	10	475	4	(D)	33	1,269	21	3,583	1	(D)	15	462	9	(D)	7	
8	318	4	80	4	(D)	2	(D)	12	379	3	37	1	(D)	9	216	4	14	8	
...	9
8	318	4	80	4	(D)	2	(D)	12	379	3	37	1	(D)	9	216	4	14	10	
15	589	7	355	5	219	11	1,996	24	875	12	978	8	(D)	24	1,025	2	(D)	11	
6	335	4	161	2	(D)	6	1,193	9	276	6	135	3	(D)	10	485	12	
9	254	3	194	3	(D)	5	803	15	599	6	843	5	194	14	540	2	(D)	13	
5	253	1	(D)	2	(D)	6	1,516	17	642	8	942	4	204	7	340	1	(D)	14	
3	(D)	1	(D)	1	(D)	5	(D)	9	408	5	636	1	(D)	7	340	...	(D)	15	
2	(D)	1	(D)	1	(D)	8	234	3	306	3	(D)	1	(D)	16	
6	676	9	497	10	675	13	4,410	38	2,018	11	1,744	5	385	18	907	5	28	17	
4	(D)	6	(D)	4	394	9	(D)	20	1,199	6	1,141	3	(D)	11	778	2	(D)	18	
2	(D)	3	(D)	6	281	4	(D)	18	819	5	603	2	(D)	7	129	3	(D)	19	
32	11,634	96	9,979	55	6,681	63	15,659	125	9,415	67	9,871	62	5,085	220	11,533	28	528	20	
13	8,153	73	8,209	29	5,481	31	9,829	61	5,531	29	5,603	42	3,389	149	8,595	15	405	21	
5	1,538	17	1,485	17	801	13	3,436	21	1,708	14	2,395	9	868	35	1,432	6	67	22	
14	1,943	6	285	9	399	19	2,394	43	2,176	24	1,873	11	828	36	1,511	7	56	23	
4	(D)	6	252	7	371	4	1,482	10	495	8	928	3	167	10	294	2	(D)	24	
3	204	6	252	7	371	4	1,482	10	495	7	(D)	3	167	7	197	2	(D)	25	
1	(D)	1	(D)	3	97	26	
17	1,377	16	432	11	743	13	2,076	29	958	13	1,590	5	258	22	2,848	27	
9	1,135	16	432	11	743	13	2,076	20	718	13	(D)	5	258	20	(D)	28	
8	242	9	240	...	(D)	2	(D)	29	
...	4	73	1	(D)	1	(D)	2	(D)	30	
3	86	6	226	2	(D)	3	(D)	12	529	5	432	2	(D)	3	(D)	1	(D)	31	
15	1,086	8	625	4	178	19	2,912	22	911	19	1,478	7	390	42	9,511	4	56	32	
5	464	6	(D)	3	(D)	12	1,823	15	578	10	1,140	4	164	24	6,566	4	56	33	
10	622	2	(D)	1	(D)	7	1,089	7	333	9	338	3	226	18	2,945	34	
13	3,060	18	1,685	21	1,409	24	9,353	68	3,086	21	2,280	13	1,450	59	2,683	18	102	35	
9	2,980	14	1,595	18	1,326	19	8,741	48	2,513	17	1,678	10	1,328	49	(D)	16	(D)	36	
4	80	4	90	3	83	5	612	20	573	4	602	3	122	10	(D)	2	(D)	37	
30	5,634	57	4,622	56	3,953	64	20,308	129	5,791	53	5,568	22	1,901	78	4,517	39	975	38	
11	2,268	25	1,864	20	1,466	18	7,595	36	2,339	12	1,373	7	727	19	922	12	213	39	
8	2,912	26	2,569	22	2,189	29	10,327	37	1,507	17	2,506	5	800	40	1,910	16	294	40	
11	454	6	189	14	298	17	2,386	56	1,945	24	1,689	10	374	19	1,685	11	468	41	
31	7,659	61	5,945	66	4,161	75	24,679	125	5,937	40	6,398	30	2,474	152	11,188	39	1,394	42	
5	(D)	9	516	14	641	17	5,683	19	779	4	723	8	(D)	25	851	2	(D)	43	
8	1,031	16	1,603	15	903	18	8,763	24	1,365	11	1,443	6	705	26	3,766	10	106	44	
17	6,012	31	3,706	32	2,351	32	9,999	65	3,107	22	3,762	15	1,283	72	4,576	24	1,081	45	
1	(D)	5	120	5	266	6	234	17	686	3	470	1	(D)	29	1,995	3	(D)	46	
13	1,300	5	132	10	405	14	2,354	31	951	13	1,494	7	354	14	665	47	
6	846	5	132	10	405	9	1,866	19	746	10	(D)	3	280	10	(D)	48	
7	454	5	488	12	205	3	(D)	4	74	4	(D)	49	
14	1,369	9	646	11	(D)	19	3,561	34	2,736	22	2,671	6	(D)	36	1,682	8	124	50	
6	854	8	(D)	11	(D)	19	(D)	20	2,286	15	2,038	5	444	27	1,188	6	(D)	51	
8	515	1	(D)	(D)	14	450	7	633	1	(D)	9	494	2	(D)	52	
16	4,591	28	2,355	31	2,280	36	11,157	40	3,423	40	7,073	15	1,387	76	5,701	22	438	53	
11	3,772	19	1,919	25	2,073	33	10,274	21	1,542	28	5,429	9	1,051	57	3,650	22	438	54	
5	819	9	436	6	207	3	883	19	1,881	12	1,644	6	336	19	2,051	55	
7	461	6	316	11	259	12	1,335	15	618	16	834	6	327	9	147	4	48	56	
4	335	4	(D)	7	151	8	(D)	10	462	7	545	3	(D)	7	(D)	4	48	57	
3	126	2	(D)	4	108	4	(D)	5	156	9	289	3	(D)	2	(D)	58	
10	525	5	241	5	149	13	1,520	29	1,208	15	1,194	3	234	20	(D)	2	(D)	59	
6	379	5	241	3	(D)	9	1,439	14	750	11	722	3	234	14	594	2	(D)	60	
4	146	2	(D)	4	81	15	458	4	472	6	(D)	61	
4	217	1	(D)	6	304	8	1,320	6	356	12	937	3	216	8	(D)	3	30	62	
10	781	7	518	9	323	9	1,593	17	651	17	1,069	4	225	12	249	4	26	63	
5	593	7	(D)	5	223	7	(D)	8	459	8	692	3	(D)	4	127	64	
5	188	...	(D)	4	100	2	(D)	9	192	9	377	1	(D)	8	122	4	26	65	
9	979	10	518	15	594	10	3,371	51	2,229	7	1,155	10	350	36	1,409	5	40	66	
4	317	5	212	7	458	4	1,722	28	1,051	3	(D)	6	408	20	1,058	2	(D)	67	
5	662	5	306	8	136	6	1,649	23	1,178	4	(D)	4	242	16	351	3	(D)	68	
223	159,676	469	77,748	518	60,988	476	231,049	1,087	78,247	465	82,660	333	38,218	1,373	98,713	512	18,743	69	
10	4,671	23	2,299	19	2,285	21	9,042	29	2,256	23	2,205	14	1,479	55	(D)	6	(D)	70	
...	...	1	(D)	6	(D)	9	937	7	929	4	762	15	820	9	431	71	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Harris County—Con.												
2	Galena Park.....	65	43	7,583	6,999	692	307	271	69	14	4,548	6	170
3	Houston.....	7,489	4,947	1,052,257	1,005,843	121,783	47,273	40,277	7,403	1,448	233,494	1,596	67,557
4	Jacinto City.....	11	11	3,656	3,656	285	153	97	9	5	3,214	2	(0)
5	La Porte.....	88	42	5,976	5,032	404	170	146	103	12	1,340	18	354
6	Pasadena.....	271	211	413,900	39,790	3,509	1,631	1,246	257	42	12,749	29	1,221
7	South Houston.....	55	39	3,960	3,730	394	178	156	61	5	928	12	523
8	West University Place.....	10	8	2,130	(D)	(D)	(D)	(D)	(D)	2	(D)
9	Remainder of County.....	709	425	44,999	(D)	(D)	(D)	(D)	(D)	149	(D)	153	(D)
10	Harrison County.....	425	275	33,370	30,702	2,911	1,406	1,228	449	130	7,874	42	982
11	Marshall.....	316	212	28,556	26,842	2,652	1,258	1,100	321	90	6,410	29	759
12	Remainder of County.....	109	63	4,814	3,860	259	148	128	128	40	1,464	13	183
13	Hartley County.....	24	12	984	814	71	30	27	22	1	(0)	4	54
14	Dalhart (part) ²	1	1	(D)	(D)	(D)	(D)	(D)	(D)
15	Remainder of County.....	23	11	(D)	(D)	(D)	(D)	(D)	(D)	1	...	4	54
16	Haskell County.....	161	115	9,299	8,379	657	329	265	180	31	2,654	21	359
17	Haskell.....	84	60	6,416	5,914	483	237	192	101	13	1,554	11	245
18	Remainder of County.....	77	55	2,883	2,465	174	92	73	79	18	1,100	10	114
19	Hays County.....	208	158	15,350	14,748	1,380	803	659	204	36	2,922	32	784
20	San Marcos.....	162	126	13,265	12,825	1,229	723	589	160	27	2,252	26	655
21	Remainder of County.....	46	32	2,085	1,923	151	80	70	44	9	670	6	129
22	Hemphill County.....	55	37	4,015	3,687	310	153	139	61	5	813	7	158
23	Canadian.....	49	31	3,741	3,413	291	139	126	53	4	(D)	7	158
24	Remainder of County.....	6	6	274	274	19	14	13	8	1	(D)
25	Henderson County.....	246	150	17,580	16,062	1,189	628	526	265	71	4,329	15	385
26	Athens.....	143	103	12,710	11,890	996	493	416	152	31	2,756	10	307
27	Remainder of County.....	103	47	4,870	4,172	193	135	110	113	40	1,573	5	78
28	Hidalgo County.....	1,386	938	108,391	101,027	10,005	4,982	4,232	1,375	352	25,734	250	5,624
29	Alamo.....	31	21	1,420	1,244	96	49	41	32	10	366	7	66
30	Donna.....	73	45	4,460	4,068	426	190	172	72	16	1,417	19	179
31	Edcouch.....	32	16	1,037	795	48	30	28	31	9	454	8	95
32	Edinburg.....	216	148	15,097	13,397	1,340	708	591	227	57	3,942	43	1,021
33	Elise.....	37	27	2,782	2,644	154	85	70	34	13	730	4	79
34	McAllen.....	301	237	36,660	35,738	4,029	1,894	1,649	288	40	6,605	44	1,581
35	Mercedes.....	108	76	6,932	6,560	610	358	276	101	35	1,900	20	398
36	Mission.....	159	97	12,151	11,237	991	448	381	164	45	2,961	32	583
37	Pharr.....	114	74	6,461	5,981	561	333	261	124	24	2,065	23	676
38	San Juan.....	36	26	1,696	1,454	78	53	37	40	12	490	5	66
39	Weslaco.....	136	100	13,802	12,962	1,298	627	546	127	23	2,442	23	555
40	Remainder of County.....	143	71	5,893	4,947	374	207	180	135	68	2,362	22	325
41	Hill County.....	357	229	21,728	19,298	1,590	827	666	404	84	5,475	44	1,000
42	Hillsboro.....	150	108	12,555	11,893	1,094	537	446	157	30	2,750	18	457
43	Remainder of County.....	207	121	9,143	7,405	496	290	220	247	54	2,685	26	533
44	Hockley County.....	230	158	21,890	20,192	1,699	803	568	249	44	5,475	20	579
45	Levelland.....	158	112	18,018	16,954	1,476	679	470	174	25	3,768	13	448
46	Remainder of County.....	72	46	3,872	3,238	223	124	98	75	19	1,707	7	131
47	Hood County.....	103	49	5,928	4,568	271	124	111	120	25	1,136	4	192
48	Hopkins County.....	231	133	19,861	18,183	1,359	659	559	242	67	4,186	17	512
49	Sulphur Springs.....	186	118	17,818	16,770	1,273	615	515	195	53	3,763	14	(D)
50	Remainder of County.....	45	15	2,043	1,373	86	44	44	47	14	423	3	(D)
51	Houston County.....	235	147	15,027	13,349	1,184	617	519	233	73	3,863	22	363
52	Crockett.....	143	105	11,264	10,556	928	486	408	139	37	2,568	9	237
53	Remainder of County.....	92	42	3,763	2,793	256	131	111	94	36	1,295	13	126
54	Howard County.....	433	311	44,100	41,582	3,958	1,752	1,441	445	88	9,480	77	2,546
55	Big Spring.....	380	278	40,101	38,155	3,803	1,659	1,361	390	72	8,726	62	2,168
56	Remainder of County.....	53	33	3,999	3,427	155	93	80	55	16	754	15	378
57	Hudspeth County.....	58	42	2,282	1,978	147	82	73	63	3	264	16	282
58	Hunt County.....	498	314	38,401	35,057	3,066	1,450	1,215	535	115	8,920	46	1,227
59	Commerce.....	80	66	7,140	6,876	458	249	206	89	16	1,250	7	189
60	Greenville.....	309	197	26,179	24,381	2,383	1,087	914	324	63	5,716	31	959
61	Remainder of County.....	109	51	5,122	3,800	225	114	95	122	36	1,914	8	119
62	Hutchinson County.....	338	220	34,737	31,457	3,265	1,310	1,104	343	57	8,794	64	1,765
63	Borger.....	281	187	31,833	28,977	2,962	1,188	1,004	286	46	8,133	48	1,450
64	Remainder of County.....	57	33	2,904	2,480	303	122	100	57	11	661	16	315
65	Irion County.....	18	14	558	498	39	25	23	19	4	(D)	3	46
66	Jack County.....	115	67	6,339	5,667	495	247	214	132	20	1,418	13	426
67	Jacksboro.....	81	59	5,691	5,361	469	231	202	96	11	1,210	11	(D)
68	Remainder of County.....	34	8	648	306	26	16	12	36	9	208	2	(D)
69	Jackson County.....	163	113	12,838	11,698	893	404	346	180	29	2,755	23	483
70	Edna.....	99	71	9,643	9,057	673	305	259	117	19	1,951	12	301
71	Remainder of County.....	64	42	3,195	2,641	220	99	87	63	10	804	11	182
72	Jasper County.....	183	121	16,259	15,243	1,277	576	506	208	47	2,866	10	370
73	Jasper.....	104	70	9,846	9,354	836	373	330	118	23	1,540	5	249
74	Remainder of County.....	79	51	6,413	5,889	441	203	176	90	24	1,326	5	121

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

²Dalhart is in Dallam and Hartley counties.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matts., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
1	(D)	4	331	9	524	2	(D)	14	706	4	497	4	245	7	(D)	
174	150,678	397	72,379	434	53,757	401	205,191	828	63,032	339	67,803	272	32,707	1,141	87,984	459	17,675	...	
...	(D)	(D)	
3	(D)	6	235	2	(D)	4	1,766	14	638	7	636	3	239	11	359	8	74	...	
11	2,554	20	1,918	25	2,844	19	9,951	52	3,534	20	3,849	11	1,133	36	1,531	6	106	...	
3	183	2	(D)	5	274	5	85	9	586	3	(D)	2	(D)	7	375	2	(D)	...	
...	...	1	(D)	1	(D)	6	219	
21	1,429	15	395	18	884	24	(D)	128	6,260	61	5,980	23	(D)	95	4,384	22	207	...	
29	4,362	31	1,971	20	1,775	21	6,990	63	3,406	24	2,751	11	850	41	2,131	13	278	...	
13	3,186	30	(D)	17	1,677	18	(D)	37	2,048	23	(D)	10	(D)	38	2,047	11	(D)	...	
16	1,176	1	(D)	3	98	3	(D)	26	1,358	1	(D)	1	(D)	3	84	2	(D)	...	
...	2	(D)	6	108	6	275	2	(D)	3	446	
...	1	(D)	
...	2	(D)	6	108	5	(D)	2	(D)	3	446	
11	424	10	658	9	505	8	1,574	24	848	20	1,620	8	386	12	219	7	52	...	
5	219	8	(D)	5	346	8	1,574	14	496	8	964	4	261	5	(D)	3	28	...	
6	205	2	(D)	4	159	10	352	12	656	4	125	7	(D)	4	24	...	
10	1,313	14	685	12	894	18	3,616	43	2,060	15	1,386	5	(D)	21	1,169	2	(D)	...	
8	(D)	14	685	9	862	18	3,616	29	1,784	8	961	3	455	18	(D)	2	(D)	...	
2	(D)	3	32	14	276	7	425	2	(D)	3	(D)	
2	(D)	2	(D)	4	102	5	820	15	373	9	1,018	2	(D)	4	374	
1	(D)	1	(D)	4	102	5	820	13	(D)	8	(D)	2	(D)	4	374	
1	(D)	1	(D)	2	(D)	1	(D)	
13	1,154	12	441	14	645	18	4,569	44	1,346	18	2,074	8	579	29	2,024	4	34	...	
8	944	11	(D)	10	554	16	(D)	18	835	11	1,518	4	342	24	1,934	
5	210	1	(D)	4	91	2	(D)	26	511	7	556	4	237	5	90	4	34	...	
89	10,881	83	5,270	70	5,294	79	20,168	124	6,318	101	12,339	58	3,534	138	11,795	42	1,434	...	
3	54	1	(D)	1	(D)	1	(D)	2	(D)	2	(D)	1	(D)	1	(D)	2	(D)	...	
3	(D)	3	60	2	(D)	3	(D)	5	252	11	1,100	4	(D)	4	294	4	52	...	
3	35	8	184	1	(D)	1	(D)	2	(D)	...	(D)	...	
15	1,400	7	292	9	551	11	2,863	23	1,614	19	2,039	10	524	17	785	5	66	...	
3	113	2	(D)	3	(D)	3	254	2	(D)	7	1,300	
16	5,680	39	3,483	21	2,557	32	8,997	24	1,357	20	2,397	15	1,158	36	2,379	14	466	...	
4	(D)	9	377	5	368	3	1,099	7	453	8	612	2	(D)	15	954	
14	879	6	174	13	580	5	(D)	13	569	9	1,581	5	244	11	(D)	6	407	...	
9	585	4	141	9	482	9	251	7	452	7	854	5	212	14	(D)	3	(D)	...	
5	267	...	(D)	...	(D)	5	287	3	(D)	3	(D)	3	80	
8	863	12	628	7	296	14	4,799	12	550	9	1,937	8	417	16	(D)	4	(D)	...	
7	319	2	(D)	1	(D)	1	(D)	15	402	9	894	2	(D)	12	1,347	4	16	...	
16	1,320	18	844	20	1,116	36	4,802	64	2,295	33	3,401	14	630	24	(D)	4	(D)	...	
5	973	12	604	12	430	22	3,613	26	1,251	13	1,781	3	261	8	(D)	1	(D)	...	
11	347	6	240	8	686	14	1,189	38	1,044	20	1,620	11	369	16	(D)	3	(D)	...	
17	1,595	12	720	8	701	31	5,752	33	1,827	29	3,678	10	467	22	1,050	4	46	...	
11	1,488	9	641	7	(D)	25	5,630	22	1,161	21	2,930	6	381	17	877	2	(D)	...	
6	107	3	79	1	(D)	6	122	11	666	8	748	4	86	5	173	2	(D)	...	
11	627	1	(D)	1	(D)	6	2,162	21	514	13	508	4	(D)	11	537	2	(D)	...	
19	1,259	15	873	11	897	18	6,632	29	981	16	1,645	12	544	22	2,282	5	50	...	
9	854	15	873	11	897	17	(D)	21	813	15	(D)	9	512	19	1,417	3	(D)	...	
10	405	1	(D)	8	168	1	(D)	3	32	3	865	2	(D)	...	
16	649	16	795	7	560	17	2,969	23	795	20	2,165	7	420	26	2,215	8	233	...	
9	433	12	706	5	(D)	13	2,101	15	555	10	1,112	6	(D)	21	1,218	5	(D)	...	
7	216	4	89	2	(D)	4	868	8	240	10	353	1	(D)	5	297	2	(D)	...	
12	3,942	25	2,099	18	1,426	43	11,068	63	4,322	25	2,909	16	1,212	55	4,961	11	135	...	
11	(D)	25	2,099	16	(D)	42	(D)	56	3,950	21	2,513	14	(D)	50	(D)	11	135	...	
1	(D)	2	(D)	1	(D)	7	372	4	396	2	(D)	5	(D)	
10	697	12	481	6	377	4	(D)	5	64	2	(D)	...	
32	3,673	36	1,890	30	2,544	46	10,565	71	2,228	33	3,835	16	1,276	56	2,004	17	239	...	
5	444	5	(D)	9	(D)	8	2,773	8	293	5	706	4	281	13	390	
14	2,697	29	1,681	20	1,896	31	6,309	37	1,450	21	2,837	9	923	39	(D)	15	(D)	...	
13	532	2	(D)	1	(D)	7	1,483	26	485	7	292	3	72	4	(D)	2	(D)	...	
11	2,158	37	2,263	20	2,686	27	8,574	42	2,769	14	1,602	8	1,574	49	2,478	9	74	...	
11	2,158	35	(D)	19	(D)	27	8,574	26	1,882	11	1,365	6	(D)	44	(D)	8	(D)	...	
...	...	2	(D)	1	(D)	16	887	3	237	2	(D)	5	(D)	1	(D)	...	
2	(D)	1	(D)	5	157	2	(D)	1	(D)	...	(D)	
9	345	5	181	5	194	8	1,436	32	1,198	9	668	4	(D)	8	228	2	(D)	...	
6	283	5	181	5	194	8	1,436	20	1,016	6	(D)	2	(D)	5	181	2	(D)	...	
3	82	12	182	3	(D)	2	(D)	3	47	
15	756	11	625	3	164	9	2,838	30	1,361	16	2,127	6	440	16	1,230	5	59	...	
9	584	7	(D)	3	164	7	(D)	18	974	8	1,376	3	(D)	10	907	3	(D)	...	
6	172	4	(D)	2	(D)	12	387	8	751	3	(D)	6	323	2	(D)	...	
17	2,090	6	677	14	747	22	4,694	25	1,291	7	532	10	591	23	(D)	2	(D)	...	
4	235	6	677	9	504	16	3,204	14	722	7	532	6	364	12	(D)	2	(D)	...	
13	1,855	5	243	6	1,490	11	569	4	227	11	582	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establish- ments (Number)	Sales (\$1,000)	Establish- ments (Number)	Sales (\$1,000)
1	Jeff Davis County.....	21	11	569	431	20	16	14	23	8	254	3	(D)
2	Jefferson County.....	2,223	1,533	244,845	231,889	26,300	10,999	9,251	2,146	495	61,788	438	13,859
3	Beaumont.....	1,191	809	141,583	134,329	15,961	6,443	5,510	1,102	284	32,902	218	7,354
4	Lakeview.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
5	Nederland.....	56	32	3,273	2,569	248	117	99	59	11	690	6	181
6	Port Arthur.....	698	512	82,551	79,305	8,569	3,726	3,029	688	144	22,887	136	4,189
7	Port Neches.....	79	41	5,331	4,561	346	156	129	85	18	2,024	12	277
8	Remainder of County.....	197	137	(D)	(D)	(D)	(D)	(D)	(D)	37	(D)	66	1,858
9	Jim Hogg County.....	78	46	3,659	3,327	249	167	154	91	16	740	21	263
10	Jim Wells County.....	326	228	26,282	24,704	2,436	1,107	968	318	73	5,963	66	1,634
11	Alice.....	231	167	21,470	20,410	2,115	940	826	221	55	4,763	45	1,237
12	Premont.....	32	22	1,692	1,518	104	69	57	30	7	732	6	109
13	San Diego (part) ²	10	4	562	(D)	(D)	(D)	(D)	(D)	4	24	4	(D)
14	Remainder of County.....	53	35	2,558	(D)	(D)	(D)	(D)	(D)	7	444	11	(D)
15	Johnson County.....	376	226	25,248	21,738	1,846	943	776	411	84	5,995	36	845
16	Cleburne.....	235	151	19,205	17,093	1,547	756	632	234	47	4,282	26	635
17	Remainder of County.....	141	75	6,043	4,645	299	187	144	177	37	1,713	10	210
18	Jones County.....	270	200	21,196	19,330	1,633	781	621	298	54	5,256	28	853
19	Anson.....	65	53	4,909	4,321	391	185	142	86	12	1,190	8	264
20	Hamlin (part) ³	63	47	5,470	5,036	414	189	145	66	6	1,469	8	188
21	Stamford.....	107	83	9,448	8,930	780	380	309	106	20	2,058	12	401
22	Remainder of County.....	35	17	1,369	1,043	48	27	25	40	16	539
23	Karnes County.....	227	161	12,664	11,466	1,068	616	514	233	46	3,207	44	848
24	Karnes City.....	61	43	3,520	3,272	306	183	147	64	11	938	7	125
25	Kenedy.....	99	69	6,113	5,503	538	283	245	104	17	1,379	21	313
26	Remainder of County.....	67	49	3,031	2,691	224	150	122	65	18	890	16	410
27	Kaufman County.....	351	229	27,661	25,289	1,778	955	754	380	71	6,121	34	703
28	Kaufman.....	83	47	6,797	5,993	411	238	179	92	18	1,292	4	69
29	Terrell.....	152	108	14,912	14,158	1,066	524	439	156	26	3,374	16	477
30	Remainder of County.....	116	74	5,952	5,138	301	193	136	132	27	1,455	14	157
31	Kendall County.....	104	70	5,221	4,849	373	192	148	120	19	988	23	342
32	Kenedy County.....	2	2	(D)	(D)	(D)	(D)	(D)	(D)	1	(D)
33	Kent County.....	21	13	1,017	675	52	31	26	24	4	315	2	(D)
34	Kerr County.....	208	132	17,389	16,309	1,705	780	646	225	41	3,589	36	944
35	Kerrville.....	164	112	15,233	14,511	1,421	678	557	177	28	2,954	26	842
36	Remainder of County.....	44	20	2,156	1,798	284	102	89	48	13	635	10	102
37	Kimble County.....	84	50	4,046	3,406	359	157	132	87	20	737	12	229
38	King County.....	6	4	311	(D)	26	14	11	7	1	(D)
39	Kinney County.....	42	16	1,340	1,070	72	52	52	45	13	204	15	126
40	Kleberg County.....	237	165	24,396	23,390	2,242	1,050	921	228	61	5,833	52	1,590
41	Kingsville.....	226	158	24,021	23,061	2,209	1,025	899	215	56	5,744	49	1,429
42	Remainder of County.....	11	7	375	329	33	25	22	13	5	89	3	161
43	Knox County.....	143	97	9,833	9,047	719	348	259	150	26	2,902	19	302
44	Lamar County.....	393	239	29,414	26,838	2,692	1,352	1,132	414	113	6,860	36	892
45	Paris.....	315	203	26,615	24,787	2,561	1,287	1,071	323	79	6,010	34	(D)
46	Remainder of County.....	78	36	2,799	2,051	131	65	61	91	34	850	2	(D)
47	Lamb County.....	295	211	27,892	25,544	1,956	1,044	767	336	58	7,725	32	1,194
48	Littlefield.....	154	112	15,074	13,956	1,160	675	476	171	18	3,612	17	497
49	Remainder of County.....	141	99	12,818	11,588	796	369	291	165	40	4,113	15	697
50	Lampasas County.....	141	101	10,320	9,752	703	387	331	153	42	1,834	17	479
51	Lampasas.....	107	87	8,923	8,609	644	350	299	112	27	1,420	12	433
52	Remainder of County.....	34	14	1,397	1,143	59	37	32	41	15	414	5	46
53	La Salle County.....	74	44	3,745	3,299	267	154	144	75	12	732	20	206
54	Cotulla.....	46	34	2,845	2,689	209	122	117	44	6	556	13	103
55	Remainder of County.....	28	10	900	610	58	32	27	31	6	176	7	103
56	Lavaca County.....	293	181	15,900	13,970	1,041	597	516	301	91	5,689	43	791
57	Yoakum (part) ⁴	38	16	2,385	2,145	139	64	50	36	19	1,335	3	(D)
58	Remainder of County.....	255	165	13,515	11,825	902	533	466	265	72	4,354	40	(D)
59	Lee County.....	131	83	6,674	5,736	417	266	231	142	24	1,172	20	386
60	Ciddings.....	84	60	4,944	4,516	350	220	197	93	11	864	10	283
61	Remainder of County.....	47	23	1,730	1,220	67	46	34	49	13	309	10	103
62	Leon County.....	156	88	6,266	4,774	364	246	195	161	38	1,754	17	378
63	Liberty County.....	383	255	33,664	31,212	2,828	1,196	1,071	398	101	7,767	49	1,554
64	Cleveland.....	113	75	9,083	8,401	685	306	281	128	35	2,609	8	188
65	Liberty.....	119	85	15,654	14,842	1,348	524	487	116	25	2,530	17	747
66	Remainder of County.....	151	95	8,925	7,969	795	366	303	154	41	2,628	24	619
67	Limestone County.....	269	171	15,784	13,926	1,122	655	521	283	84	4,392	32	625
68	Mexia.....	134	90	10,440	9,764	835	456	363	143	35	2,401	13	366
69	Remainder of County.....	135	81	5,344	4,162	287	199	158	140	49	1,991	19	259

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Yoakum is in De Witt and Lavaca counties.

San Diego is in Duval and Jim Wells counties.

Hamlin is in Fischer and Jones counties.

BY COUNTIES: CITIES OF 2,500 INHABITANTS OR MORE—Continued

15

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
2	(D)	1	(D)	5	105	1	(D)	1	(D)	1	
61	27,597	144	17,636	137	12,694	121	45,666	259	16,267	104	18,213	80	7,990	297	19,351	87	3,784	2	
25	18,045	82	11,084	71	7,145	79	29,120	133	8,780	56	10,077	40	4,400	152	10,837	51	1,839	3	
...	4	
2	(D)	2	(D)	7	243	6	310	5	295	3	693	2	(D)	8	350	...	22	5	
23	8,863	54	6,216	46	4,912	29	14,646	82	5,286	26	4,171	31	2,729	104	(D)	23	(D)	6	
5	204	2	(D)	7	256	4	(D)	13	504	3	384	2	(D)	7	125	6	48	7	
6	(D)	4	(D)	6	138	3	(D)	26	1,402	15	(D)	5	352	26	(D)	3	(D)	8	
4	(D)	5	205	4	141	3	808	12	389	3	(D)	3	136	7	185	9	
12	2,074	12	799	12	1,439	19	6,663	42	2,217	24	2,968	12	560	41	1,652	13	313	10	
7	1,803	11	(D)	10	(D)	16	5,869	25	1,603	17	2,621	8	359	25	993	12	(D)	11	
2	(D)	1	(D)	7	378	2	(D)	1	(D)	6	173	12	
...	1	(D)	13	
3	(D)	1	(D)	1	(D)	2	(D)	9	(D)	5	(D)	3	(D)	10	486	1	(D)	14	
21	1,892	17	1,173	16	1,361	45	5,992	72	2,208	33	2,290	11	739	34	2,396	7	357	15	
14	1,547	16	(D)	10	1,141	37	5,542	30	1,120	17	1,531	8	668	26	1,309	4	(D)	16	
7	345	1	(D)	6	220	8	450	42	1,088	16	759	3	71	8	1,087	3	(D)	17	
23	2,087	8	484	12	721	22	5,183	52	1,993	29	2,910	11	635	31	1,074	18	
5	469	1	(D)	3	(D)	6	907	10	672	8	(D)	3	173	9	303	19	
7	464	1	(D)	3	232	5	1,365	15	482	7	789	3	(D)	8	143	20	
8	1,058	6	(D)	5	274	11	2,911	19	643	10	973	4	261	12	(D)	21	
3	96	1	(D)	8	196	4	(D)	1	(D)	2	(D)	22	
14	1,216	6	(D)	12	538	17	2,303	28	926	21	1,472	6	387	28	1,386	5	(D)	23	
5	409	2	(D)	3	97	4	(D)	7	189	6	560	3	148	11	376	2	(D)	24	
4	433	4	138	9	441	11	1,536	11	450	10	651	2	(D)	9	452	1	(D)	25	
5	374	2	(D)	10	287	5	261	1	(D)	8	558	2	(D)	26	
25	1,788	15	741	25	1,028	30	8,050	65	2,648	35	4,162	12	612	32	1,641	7	167	27	
7	669	5	(D)	3	(D)	10	1,988	17	471	5	544	3	211	11	(D)	28	
6	616	8	440	16	684	15	4,747	26	1,277	13	2,321	3	262	20	573	3	141	29	
12	503	2	(D)	6	(D)	5	1,315	22	900	17	1,297	6	139	1	(D)	4	26	30	
7	461	3	63	3	(D)	10	1,343	16	571	11	561	4	214	8	(D)	31	
1	(D)	32	
...	...	1	(D)	1	(D)	2	(D)	6	113	3	172	1	(D)	1	(D)	33	
11	2,308	12	736	11	591	8	4,912	25	911	15	1,865	5	344	35	1,152	9	37	34	
9	(D)	12	736	9	(D)	8	4,912	19	593	10	963	5	344	29	918	9	37	35	
2	(D)	2	(D)	6	218	5	902	6	234	36	
7	337	3	162	2	(D)	4	(D)	15	692	5	598	1	(D)	11	544	4	38	37	
...	5	(D)	38	
3	(D)	2	(D)	6	162	39	
9	1,902	12	745	10	1,314	19	7,372	28	1,818	11	2,100	9	559	17	875	9	288	40	
9	1,902	12	745	9	(D)	19	7,372	26	(D)	11	2,100	9	559	17	875	9	288	41	
...	1	(D)	2	(D)	42	
18	1,092	2	(D)	4	277	11	1,997	26	822	21	1,524	6	317	10	(D)	43	
21	3,123	24	2,318	16	1,160	35	5,907	39	1,990	30	3,355	11	1,261	57	2,310	11	238	44	
10	2,942	24	2,318	15	(D)	33	(D)	30	1,469	22	2,997	8	1,148	50	2,149	10	(D)	45	
11	181	1	(D)	2	(D)	9	521	8	358	3	113	7	161	1	(D)	46	
19	1,607	18	1,157	20	1,110	35	6,030	23	1,244	38	4,836	10	579	36	2,351	6	59	47	
8	1,159	13	975	17	1,033	24	4,153	13	686	15	1,510	6	460	20	959	3	70	48	
11	448	5	182	3	77	11	1,877	10	558	23	3,326	4	119	16	1,392	3	29	49	
6	489	7	395	5	448	12	2,858	17	868	11	915	4	311	20	1,723	50	
5	(D)	7	395	5	448	10	(D)	13	761	9	(D)	3	(D)	16	(D)	51	
1	(D)	2	(D)	4	107	2	(D)	1	(D)	4	(D)	52	
9	633	1	(D)	2	(D)	5	883	13	313	2	(D)	2	(D)	7	355	1	(D)	53	
4	265	1	(D)	2	(D)	5	883	6	(D)	2	(D)	2	(D)	4	(D)	1	(D)	54	
5	368	7	(D)	3	(D)	55	
18	1,306	5	373	14	(D)	18	2,947	39	1,136	27	1,561	5	335	31	1,433	2	(D)	56	
...	(D)	1	(D)	4	(D)	5	130	3	(D)	2	(D)	57	
18	1,306	4	(D)	13	286	14	(D)	34	1,006	24	(D)	5	335	31	1,433	58	
11	578	4	200	7	235	10	1,405	22	759	12	866	4	163	13	896	4	14	59	
6	774	3	(D)	7	235	9	(D)	16	529	9	(D)	3	(D)	8	626	2	(D)	60	
5	342	1	(D)	1	(D)	6	230	3	(D)	1	(D)	5	270	2	(D)	61	
20	732	2	(D)	6	119	5	526	34	1,173	8	425	8	225	17	831	1	(D)	62	
19	1,209	18	1,325	19	1,075	31	7,885	55	2,813	30	6,916	13	872	38	1,768	10	480	63	
5	328	6	212	6	442	13	3,062	15	596	8	972	2	(D)	11	(D)	4	20	64	
4	290	8	993	6	385	11	3,956	10	837	12	4,487	6	376	17	(D)	3	(D)	65	
10	591	4	120	7	248	7	867	30	1,380	10	1,457	5	(D)	10	501	3	(D)	66	
19	1,287	15	1,004	9	514	18	4,134	26	767	26	1,423	9	522	26	1,055	5	61	67	
6	838	11	906	6	(D)	14	(D)	13	421	11	761	2	(D)	18	802	5	61	68	
13	449	4	98	3	(D)	4	(D)	13	346	15	662	7	(D)	8	253	69	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Lipscomb County.....	65	45	3,810	3,496	212	97	85	71	9	634	4	98
2	Live Oak County.....	104	72	5,689	5,183	413	218	192	112	21	1,670	24	526
3	Llano County.....	102	64	5,900	5,002	346	172	152	126	26	978	22	484
4	Llano.....	72	54	5,246	4,630	329	156	143	89	13	716	12	265
5	Remainder of County.....	30	10	654	372	17	16	9	37	13	262	10	219
6	Loving County.....	4	...	50	(0)	2	(0)
7	Lubbock County.....	1,320	850	171,913	160,267	16,619	6,969	5,591	1,412	239	32,221	154	6,522
8	Lubbock.....	1,138	738	159,588	149,706	15,800	6,592	5,298	1,229	182	28,137	132	6,106
9	Slaton.....	82	56	6,619	5,967	485	242	175	82	24	2,095	5	137
10	Remainder of County.....	100	56	5,706	4,594	334	135	118	101	33	1,989	17	279
11	Lynn County.....	128	86	10,015	9,035	623	324	252	143	32	2,357	9	176
12	Tahoka.....	72	48	6,849	6,163	419	222	163	84	21	1,602	5	110
13	Remainder of County.....	56	38	3,166	2,872	204	102	89	59	11	755	4	66
14	McCulloch County.....	182	108	10,079	9,061	677	323	275	195	30	1,985	23	343
15	Brady.....	144	94	9,118	8,408	645	305	260	149	19	1,718	21	(D)
16	Remainder of County.....	38	14	961	653	32	18	15	46	11	267	2	(D)
17	McLennan County.....	1,576	1,068	149,018	140,388	14,891	6,913	5,752	1,610	352	34,811	316	10,038
18	McGregor.....	75	47	4,454	3,796	302	170	139	82	17	813	12	404
19	Waco.....	1,187	807	131,173	124,943	13,586	6,154	5,149	1,218	262	29,663	226	8,319
20	Remainder of County.....	314	214	13,391	11,649	1,003	589	464	310	73	4,335	78	1,315
21	McMullen County.....	10	2	(D)	(0)	(0)	(0)	(0)	(0)	1	(0)	2	(0)
22	Madison County.....	103	63	8,654	7,534	693	313	284	111	24	1,542	8	191
23	Marion County.....	107	61	5,725	4,587	359	191	154	112	40	1,365	14	293
24	Jefferson.....	90	52	5,248	4,206	344	174	141	94	31	1,215	12	(D)
25	Remainder of County.....	17	9	477	381	15	17	13	8	9	150	2	(D)
26	Martin County.....	59	39	6,643	6,239	391	149	139	75	13	1,221	7	106
27	Mason County.....	66	48	3,419	3,197	224	123	105	79	17	660	6	111
28	Matagorda County.....	325	221	25,778	24,144	2,524	997	910	322	71	6,478	60	1,276
29	Bay City.....	199	139	19,958	18,986	2,091	781	716	195	38	4,816	33	916
30	Palacios.....	61	41	3,261	2,999	256	132	120	61	13	985	16	212
31	Remainder of County.....	65	41	2,559	2,179	177	84	74	66	20	677	11	148
32	Maverick County.....	130	90	10,416	9,462	949	641	500	128	30	2,630	33	654
33	Eagle Pass.....	116	84	9,932	9,130	920	636	495	113	24	2,482	28	412
34	Remainder of County.....	14	6	484	332	29	5	5	15	6	148	5	242
35	Medina County.....	215	139	11,930	11,034	873	500	394	247	38	3,090	51	820
36	Hondo.....	98	60	5,577	5,101	447	278	201	108	21	1,432	22	309
37	Remainder of County.....	117	79	6,353	5,933	426	222	193	139	17	1,658	29	511
38	Menard County.....	81	39	3,963	3,333	248	88	77	93	15	592	14	190
39	Menard.....	67	35	3,294	2,862	225	83	72	79	11	532	12	(D)
40	Remainder of County.....	14	4	669	531	23	5	5	14	4	60	2	(D)
41	Midland County.....	402	300	63,814	60,792	6,169	2,257	1,970	405	61	14,957	69	3,716
42	Midland.....	386	286	62,733	(D)	6,057	2,214	1,933	393	57	14,749	65	3,598
43	Remainder of County.....	16	14	1,081	(D)	112	43	37	12	4	208	4	118
44	Milam County.....	297	191	20,210	18,646	1,628	796	659	305	58	5,956	63	1,101
45	Cameron.....	134	82	8,760	7,940	679	341	277	143	23	1,821	28	385
46	Remainder of County.....	163	109	11,450	10,706	949	455	382	162	35	4,135	35	716
47	Mills County.....	70	46	5,262	4,840	321	119	106	75	14	2,394	7	180
48	Mitchell County.....	156	110	11,002	10,042	914	462	383	163	31	3,121	17	452
49	Colorado City.....	118	80	9,284	8,550	759	363	305	119	24	2,695	11	236
50	Remainder of County.....	38	30	1,718	1,492	155	99	78	44	7	436	6	216
51	Montague County.....	266	166	18,404	16,480	1,150	619	539	301	67	3,944	24	775
52	Bowie.....	111	75	9,546	8,704	677	345	306	134	20	1,874	12	479
53	Nocona.....	81	57	6,686	6,256	386	207	176	91	21	1,169	7	227
54	Remainder of County.....	74	34	2,172	1,520	87	67	57	76	26	901	5	69
55	Montgomery County.....	279	169	19,911	17,911	1,464	704	600	293	58	5,185	83	1,295
56	Conroe.....	182	118	14,647	13,559	1,252	574	497	190	28	4,053	48	846
57	Remainder of County.....	97	51	5,264	4,352	212	130	103	103	30	1,132	35	449
58	Moore County.....	157	101	14,293	12,507	1,025	424	353	170	21	3,606	22	973
59	Dumas.....	126	78	11,499	9,937	838	341	283	138	14	3,058	13	318
60	Remainder of County.....	31	23	2,794	2,570	187	83	70	32	7	548	9	655
61	Morris County.....	147	81	7,788	6,084	400	220	191	182	38	2,293	10	181
62	Motley County.....	44	36	2,614	2,408	219	107	97	51	11	762	2	(0)
63	Nacogdoches County.....	272	166	22,103	19,721	1,600	794	680	294	79	5,595	26	612
64	Nacogdoches.....	184	132	18,631	17,435	1,475	718	615	188	38	4,079	19	517
65	Remainder of County.....	88	34	3,472	2,266	125	76	65	106	41	1,520	7	95
66	Navarro County.....	414	264	31,154	28,208	2,836	1,328	1,122	444	116	8,810	42	1,052
67	Corsicana.....	300	204	26,162	24,282	2,543	1,187	998	326	71	7,015	32	919
68	Remainder of County.....	114	60	4,992	3,926	293	141	124	118	45	1,795	10	133

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mtl., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
2	(D)	2	(D)	6	1,088	14	391	14	679	6	142	6	536	2	(D)	1	
6	176	1	(D)	3	(D)	10	1,194	18	774	9	514	5	(D)	7	301	2	
7	1,189	3	130	1	(D)	8	1,220	9	476	6	398	3	192	15	680	2	(D)	3	
4	(D)	3	130	1	(D)	8	1,220	9	476	5	(D)	2	(D)	13	(D)	2	(D)	4	
3	(D)	1	(D)	1	(D)	2	(D)	5	
...	2	(D)	6	
45	22,170	86	9,267	83	8,205	112	40,574	154	10,658	100	22,909	50	4,538	185	11,991	112	2,858	7	
35	21,319	85	(D)	78	7,827	101	39,006	123	9,631	84	20,593	45	4,160	168	(D)	105	2,738	8	
5	430	1	(D)	5	378	5	1,484	14	526	9	727	3	(D)	8	347	3	(D)	9	
5	421	6	84	17	501	7	1,589	2	(D)	9	(D)	4	(D)	10	
11	588	9	427	2	(D)	12	3,567	19	497	16	1,503	3	225	13	599	2	(D)	11	
6	191	5	290	1	(D)	8	(D)	8	287	9	1,101	2	(D)	7	443	12	
5	397	4	137	1	(D)	4	(D)	11	210	7	402	1	(D)	6	156	2	(D)	13	
12	793	10	350	6	188	18	3,197	43	1,194	14	870	4	317	18	830	4	12	14	
6	613	10	350	6	(D)	17	(D)	29	998	13	(D)	4	(D)	15	(D)	4	12	15	
6	180	(D)	1	(D)	14	196	1	(D)	...	(D)	3	(D)	16	
77	20,039	82	6,540	72	7,290	105	30,763	187	9,637	84	12,065	67	5,747	152	10,583	82	1,505	17	
5	164	3	167	2	(D)	8	1,276	15	380	4	491	3	196	4	(D)	2	(D)	18	
47	18,685	71	6,084	62	6,865	80	27,664	129	7,889	60	10,388	52	5,025	126	9,139	72	1,452	19	
25	1,190	8	289	8	(D)	17	1,623	43	1,368	20	1,186	12	526	22	(D)	8	(D)	20	
4	38	3	56	21	
10	348	7	384	5	208	11	3,318	15	552	12	1,105	2	(D)	9	(D)	22	
12	617	5	212	2	(D)	8	1,810	14	647	4	194	3	(D)	3	282	2	(D)	23	
7	406	5	212	2	(D)	8	1,810	13	(D)	4	194	3	(D)	3	282	2	(D)	24	
5	211	1	(D)	25	
1	(D)	3	194	3	137	5	3,347	9	472	5	452	2	(D)	7	501	4	12	26	
6	134	5	144	4	147	3	451	10	539	4	287	2	(D)	9	(D)	27	
13	1,154	16	1,053	8	823	19	6,092	45	2,283	30	3,333	13	1,110	45	2,143	5	33	28	
6	872	14	(D)	7	(D)	15	5,098	26	1,548	20	2,394	8	905	27	1,659	5	33	29	
4	183	2	(D)	1	(D)	4	994	5	189	6	239	3	(D)	7	(D)	30	
3	99	14	546	4	700	2	(D)	11	(D)	31	
10	1,757	15	1,517	...	(D)	9	1,594	18	720	6	1,020	2	(D)	7	318	32	
10	1,757	15	1,517	...	(D)	9	1,594	15	626	6	1,020	2	(D)	7	318	33	
...	3	94	34	
20	1,582	8	(D)	6	374	10	2,897	35	1,149	10	785	7	392	28	604	2	(D)	35	
6	259	6	188	5	(D)	9	(D)	10	329	8	(D)	4	266	7	227	36	
14	1,323	2	(D)	1	(D)	1	(D)	25	820	2	(D)	3	126	21	377	2	(D)	37	
4	253	3	74	1	(D)	2	(D)	13	467	6	318	2	(D)	19	1,357	2	(D)	38	
4	253	3	74	1	(D)	2	(D)	9	433	5	(D)	2	(D)	16	(D)	2	(D)	39	
...	4	34	1	(D)	3	(D)	40	
14	2,642	35	5,561	28	3,304	24	16,631	50	4,278	28	5,217	17	2,402	61	4,467	15	639	41	
13	(D)	35	5,561	28	3,304	23	(D)	50	(D)	27	(D)	17	2,402	57	4,168	14	(D)	42	
1	(D)	1	(D)	...	(D)	1	(D)	4	299	1	(D)	43	
16	1,329	11	576	7	529	20	3,901	43	1,775	27	2,994	13	457	33	1,546	6	84	44	
8	871	5	256	6	(D)	12	2,080	15	598	10	1,115	8	327	15	785	4	(D)	45	
8	458	6	320	1	(D)	8	1,821	28	1,177	17	1,879	5	130	18	761	2	(D)	46	
3	87	3	(D)	2	(D)	7	322	12	265	7	561	2	(D)	11	1,079	2	(D)	47	
9	950	10	374	11	708	16	2,626	27	937	15	1,064	5	359	13	(D)	2	(D)	48	
5	797	10	374	10	(D)	12	2,459	18	746	11	673	4	(D)	11	311	2	(D)	49	
4	153	1	(D)	4	167	9	91	4	391	1	(D)	2	(D)	50	
16	770	15	762	11	509	20	4,560	47	1,645	20	2,555	12	638	30	2,146	4	100	51	
3	210	8	569	7	378	15	2,067	15	780	10	1,637	7	347	14	1,205	52	
6	340	5	(D)	4	131	5	2,493	12	417	7	(D)	3	(D)	9	632	2	(D)	53	
7	220	2	(D)	20	448	3	(D)	2	(D)	7	309	2	(D)	54	
16	2,193	13	727	14	861	17	5,565	36	1,898	12	695	6	551	21	878	3	63	55	
6	1,320	13	727	14	861	14	3,663	24	1,244	12	695	5	(D)	15	(D)	3	63	56	
18	873	3	1,902	12	654	1	(D)	6	(D)	57	
4	628	9	423	8	457	17	2,883	29	1,702	13	2,027	4	235	30	1,359	58	
3	(D)	9	423	7	(D)	17	2,883	21	1,008	9	(D)	3	(D)	30	(D)	59	
1	(D)	1	(D)	8	694	4	(D)	1	(D)	...	(D)	60	
14	442	10	278	7	454	12	1,786	27	918	4	874	8	343	10	182	7	37	61	
1	(D)	2	(D)	4	247	4	368	7	323	8	517	3	107	2	(D)	62	
18	1,240	17	1,402	19	1,029	25	3,717	36	1,963	12	1,342	11	825	25	4,348	4	30	63	
7	931	16	(D)	13	935	24	(D)	28	1,863	8	(D)	9	(D)	18	3,355	4	30	64	
11	309	1	(D)	6	94	1	(D)	8	100	4	(D)	2	(D)	7	993	65	
22	3,992	17	1,055	21	1,779	32	5,343	77	2,997	23	3,322	19	963	34	1,618	11	223	66	
15	3,674	17	1,055	19	(D)	26	4,273	47	2,282	16	2,845	15	788	31	(D)	11	223	67	
7	318	2	(D)	6	1,070	30	715	7	477	4	175	3	(D)	68	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Newton County.....	106	56	5,144	4,148	299	168	135	109	32	1,232	6	132
2	Nolan County.....	261	177	22,113	20,359	1,952	851	716	278	38	5,476	26	788
3	Sweetwater.....	205	141	19,385	18,003	1,743	756	631	213	24	4,836	20	667
4	Remainder of County.....	56	36	2,728	2,356	209	95	85	65	14	640	6	121
5	Mueces County.....	1,958	1,406	224,775	215,897	24,665	10,406	8,964	1,941	379	51,541	456	15,679
6	Bishop.....	54	40	4,689	4,521	301	165	137	55	13	1,033	10	235
7	Corpus Christi.....	1,587	1,159	197,539	190,595	22,649	9,435	8,121	1,552	285	44,076	362	13,527
8	Robstown.....	196	110	14,933	13,637	1,152	518	460	200	55	3,845	52	993
9	Remainder of County.....	121	97	7,614	7,144	563	288	246	134	26	2,585	32	924
10	Ochiltree County.....	108	74	14,144	13,500	743	310	275	117	13	1,771	9	223
11	Perryton.....	101	69	13,304	(D)	690	294	260	113	13	1,771	8	(D)
12	Remainder of County.....	7	5	840	(D)	53	16	15	4	1	(D)
13	Oldham County.....	42	24	1,922	1,502	121	64	57	45	1	(D)	7	157
14	Orange County.....	464	292	40,301	37,161	3,517	1,564	1,303	476	94	11,988	83	2,394
15	Orange.....	305	221	33,314	31,622	2,988	1,290	1,059	317	54	9,548	58	1,629
16	Remainder of County.....	159	71	6,987	5,539	529	274	244	159	40	2,440	25	765
17	Palo Pinto County.....	341	199	20,648	17,332	1,581	703	635	398	54	4,888	92	2,292
18	Mineral Wells.....	233	147	16,502	14,394	1,376	576	521	267	39	4,139	58	1,499
19	Remainder of County.....	108	52	4,146	2,938	205	127	114	131	15	749	34	793
20	Panola County.....	173	95	11,560	9,842	753	382	310	178	55	3,012	16	401
21	Carthage.....	105	75	9,701	8,879	700	343	278	111	28	2,293	9	324
22	Remainder of County.....	68	20	1,859	963	53	39	32	67	27	719	7	77
23	Parker County.....	261	137	19,028	17,020	1,229	599	495	264	60	3,402	25	707
24	Weatherford.....	189	113	17,103	15,703	1,143	538	448	189	36	2,967	18	539
25	Remainder of County.....	72	24	1,925	1,317	86	61	47	75	24	435	7	168
26	Parmer County.....	85	63	8,204	7,594	545	214	186	89	20	1,827	4	128
27	Pecos County.....	132	98	10,376	9,842	861	361	333	142	20	2,157	22	917
28	Fort Stockton.....	86	70	7,254	7,078	660	268	250	93	13	1,523	17	730
29	Remainder of County.....	46	28	3,122	2,764	201	93	83	49	7	634	5	187
30	Polk County.....	191	105	10,831	9,133	766	345	307	201	75	3,301	14	416
31	Livingston.....	110	64	7,028	6,015	480	219	189	119	42	2,265	3	219
32	Remainder of County.....	81	41	3,803	3,117	286	126	118	82	33	1,036	11	197
33	Potter County.....	1,164	804	161,137	151,041	16,489	6,214	5,379	1,262	135	25,803	210	9,006
34	Amarillo (part).....	1,107	759	157,128	147,310	16,044	5,987	5,207	1,196	128	25,505	189	7,944
35	Remainder of County.....	57	45	3,909	3,731	445	227	172	66	7	298	21	1,062
36	Presidio County.....	92	62	5,307	4,929	461	199	186	95	17	1,325	23	283
37	Marfa.....	62	50	4,420	4,234	400	176	167	63	7	910	14	211
38	Remainder of County.....	30	12	887	695	61	23	19	32	10	415	9	72
39	Rains County.....	38	18	1,394	992	66	38	34	40	18	487	4	47
40	Randall County.....	150	98	13,406	12,540	1,129	494	409	162	14	3,483	19	803
41	Amarillo (part).....	42	28	5,091	4,945	501	212	178	41	7	2,239	7	460
42	Canyon.....	87	55	5,920	6,326	514	226	185	101	5	(D)	7	206
43	Remainder of County.....	21	15	1,395	1,269	114	56	46	20	2	(D)	5	137
44	Reagan County.....	57	37	4,421	4,131	395	127	117	61	8	1,299	12	364
45	Real County.....	28	20	1,011	891	59	31	28	32	8	364	4	62
46	Red River County.....	190	116	10,291	8,847	687	413	323	220	62	3,090	16	302
47	Clarksville.....	112	74	7,490	6,744	533	321	242	125	36	2,115	10	242
48	Remainder of County.....	78	42	2,801	2,103	154	92	81	95	26	975	6	60
49	Reeves County.....	214	154	20,129	19,307	1,922	868	719	207	35	4,866	34	1,176
50	Pecos.....	180	130	17,869	17,169	1,758	771	636	172	30	4,145	31	1,046
51	Remainder of County.....	34	24	2,260	2,138	164	97	83	35	5	721	3	130
52	Refugio County.....	145	101	10,194	9,462	845	401	356	153	24	2,220	37	815
53	Refugio.....	76	60	7,376	7,104	667	309	279	79	17	1,530	19	580
54	Remainder of County.....	69	41	2,818	2,358	178	92	77	74	7	690	18	235
55	Roberts County.....	22	14	1,517	1,345	77	26	25	19	1	(D)	5	109
56	Robertson County.....	248	154	14,907	13,343	1,001	527	411	242	60	2,873	45	805
57	Calvert.....	50	26	1,156	890	75	46	38	53	15	367	12	133
58	Hearne.....	94	66	8,097	7,647	622	305	233	88	17	1,310	23	500
59	Remainder of County.....	104	62	5,654	4,806	304	176	140	101	28	1,196	10	172
60	Rockwall County.....	75	53	6,066	5,666	330	160	117	89	17	1,029	8	165
61	Runnels County.....	242	170	17,625	16,209	1,265	580	490	249	44	3,853	32	622
62	Ballinger.....	96	82	10,412	10,126	725	343	289	103	12	1,924	13	219
63	Winters.....	92	56	4,976	4,248	395	176	145	95	20	1,478	10	149
64	Remainder of County.....	54	32	2,237	1,855	145	61	56	51	12	451	9	254
65	Rusk County.....	441	239	29,662	25,926	2,241	1,044	901	480	110	6,146	36	772
66	Henderson.....	225	127	19,980	17,928	1,628	725	627	242	51	3,649	16	509
67	Kilgore (part).....	8	4	357	227	16	12	10	8	3	190
68	Remainder of County.....	208	108	9,325	7,771	597	307	264	230	56	2,307	20	263
69	Sabine County.....	88	40	4,737	3,853	212	102	88	87	32	1,266	8	156

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Kilgore is in Gregg and Rusk counties. *Amarillo is in Potter and Randall counties.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
9	597	2	(0)	5	297	5	751	31	1,491	3	143	3	187	4	(D)	6	7d	1	
10	2,115	22	1,273	17	956	31	5,961	45	2,075	19	1,486	14	560	33	1,286	6	137	2	
6	1,940	21	(D)	14	898	29	(D)	37	1,633	11	1,193	10	493	27	949	6	137	3	
4	175	1	(D)	3	58	2	(D)	8	442	8	293	4	67	6	337	4	
64	25,863	108	11,150	91	9,344	108	44,229	222	15,908	104	23,277	68	6,706	267	17,509	91	3,569	5	
5	209	3	257	3	102	2	(0)	6	403	5	978	2	(D)	5	(D)	6	
50	24,856	98	10,352	76	8,958	95	40,719	176	13,038	76	18,951	59	6,057	230	13,571	80	3,434	7	
6	673	7	541	8	184	10	2,996	15	1,075	14	2,648	6	451	16	1,414	7	113	8	
3	125	4	100	1	(D)	25	1,392	9	700	1	(0)	16	(D)	4	22	9	
3	415	9	408	4	(0)	13	2,412	20	1,194	22	1,467	3	(0)	10	(0)	2	(D)	10	
3	415	9	408	4	(0)	10	2,061	19	(D)	20	(D)	3	(0)	10	(0)	2	(0)	11	
...	3	351	1	(D)	2	(D)	12	
6	228	1	(0)	19	595	4	353	1	(D)	3	420	13	
17	2,119	21	2,039	42	3,090	33	7,532	66	4,982	23	1,965	11	955	64	3,157	10	80	14	
7	1,448	21	2,039	27	2,708	28	7,427	39	4,061	10	1,094	8	694	47	2,624	6	42	15	
10	671	15	382	5	105	27	921	13	871	3	261	17	533	4	38	16	
11	997	14	863	18	1,054	29	5,587	41	1,588	15	1,185	11	647	46	1,364	10	183	17	
5	761	13	(D)	16	(D)	27	(D)	19	950	9	921	5	504	34	965	8	(D)	18	
6	236	1	(D)	2	(D)	2	(D)	22	638	6	264	6	143	12	399	2	(D)	19	
22	1,069	10	772	8	460	13	(D)	27	1,253	3	604	3	357	14	489	2	(D)	20	
6	460	10	772	8	460	12	3,109	16	879	3	604	3	357	10	443	21	
16	609	1	(0)	11	374	4	46	2	(0)	22	
11	881	12	975	11	640	24	6,384	43	1,351	17	1,805	11	425	40	2,286	7	72	23	
7	699	11	(D)	9	(D)	24	6,384	31	1,226	15	(D)	6	362	32	2,024	24	
4	182	1	(D)	2	(D)	12	225	2	(D)	5	63	8	262	7	72	25	
5	133	4	152	3	(0)	5	1,645	17	754	13	1,988	4	(D)	10	1,176	26	
8	541	6	562	6	178	12	2,068	22	1,390	13	1,698	5	(D)	16	420	2	(D)	27	
3	161	6	(D)	5	(D)	9	1,061	12	984	10	1,496	4	339	7	272	28	
5	380	...	(D)	1	(D)	3	1,007	10	406	3	202	1	(0)	9	148	2	(0)	29	
16	1,060	2	(0)	6	231	12	2,802	28	1,042	9	592	5	334	18	(D)	6	211	30	
9	715	2	(0)	2	(D)	8	1,593	17	745	3	(D)	2	(D)	16	636	6	211	31	
7	345	4	(D)	4	1,209	11	297	6	(0)	3	(D)	2	(0)	32	
25	12,315	101	14,519	83	8,022	91	40,131	137	11,616	77	11,157	53	5,416	202	16,157	50	6,295	33	
23	(D)	100	(D)	83	(D)	89	(D)	126	10,856	76	(D)	51	(D)	192	15,848	50	6,995	34	
2	(D)	1	(D)	...	(D)	2	(D)	11	760	1	(D)	2	(D)	10	309	35	
5	255	7	387	6	364	7	1,305	8	242	6	272	3	168	10	706	36	
1	(D)	6	(D)	6	364	7	1,305	6	(D)	3	(D)	2	(D)	10	706	37	
4	(D)	1	(D)	2	(D)	3	(D)	1	(D)	38	
3	50	3	(D)	2	(D)	2	(D)	2	(D)	2	(D)	2	(D)	39	
11	1,422	5	325	4	51	14	1,703	28	1,764	20	2,102	7	538	19	1,441	9	74	40	
1	(D)	2	(0)	8	450	6	1,161	3	303	6	(D)	2	(D)	41	
9	(D)	5	325	2	(0)	13	(D)	13	708	13	(D)	4	235	10	892	6	24	42	
1	(D)	1	(D)	7	306	1	(D)	3	(D)	1	(D)	43	
2	(D)	2	(D)	3	78	4	854	11	601	2	(D)	3	195	10	284	44	
2	(D)	2	(D)	6	243	2	(D)	2	(D)	2	(D)	45	
17	1,151	9	443	7	208	12	1,848	24	804	18	1,174	8	438	15	(D)	2	(0)	46	
8	727	9	443	6	(D)	12	1,848	11	469	8	698	4	295	6	456	2	(0)	47	
9	424	1	(D)	13	335	10	476	4	143	9	(D)	48	
19	1,886	11	843	9	333	11	2,914	27	1,619	22	3,102	9	608	37	2,782	49	
13	1,495	10	(D)	8	(D)	11	2,914	19	1,316	18	2,676	6	503	34	(D)	50	
6	391	1	(D)	1	(D)	8	303	4	426	3	105	3	(0)	51	
9	933	5	151	6	253	7	1,698	23	1,191	10	2,127	6	(D)	15	384	3	(0)	52	
3	(D)	1	(D)	3	205	4	1,447	12	862	5	1,726	3	(D)	9	293	53	
6	(D)	4	(D)	3	48	3	251	11	329	5	401	3	121	6	91	3	(D)	54	
...	2	(D)	2	(D)	6	248	2	(D)	2	(D)	2	(D)	55	
34	1,324	2	248	10	380	17	5,014	29	1,120	14	1,559	10	478	17	1,074	4	32	56	
11	153	4	93	1	(0)	1	(D)	...	(D)	3	(D)	3	(D)	57	
9	551	2	(D)	3	(D)	9	3,307	11	690	7	946	4	253	7	257	2	(D)	58	
14	620	2	(D)	6	190	7	(D)	18	(D)	4	(D)	3	(D)	10	817	2	(D)	59	
5	198	1	(0)	6	267	5	2,340	12	420	13	1,092	2	(D)	6	361	60	
14	651	10	1,146	13	689	27	4,887	35	2,360	28	2,178	11	494	19	630	9	106	61	
8	415	6	682	5	(D)	13	3,301	16	1,790	8	1,002	4	291	9	313	2	(D)	62	
3	(D)	4	464	6	190	10	971	9	343	13	902	3	163	7	134	7	(D)	63	
3	(D)	2	(D)	4	615	10	227	7	274	4	40	3	192	64	
23	1,761	23	1,584	18	1,907	28	7,721	74	3,008	23	2,378	17	763	59	3,067	30	555	65	
8	1,004	16	1,385	13	1,404	19	5,965	32	1,658	16	1,833	5	442	34	1,986	15	145	66	
...	...	1	(D)	1	(D)	2	(D)	1	(D)	67	
15	757	6	(D)	4	(D)	9	1,756	40	(D)	7	545	12	321	24	(D)	15	410	68	
10	502	4	153	2	(0)	5	1,194	7	190	3	222	7	(0)	10	56	69	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	San Augustine County.....	77	41	5,771	5,223	414	200	168	84	35	1,701	3	101
2	San Augustine.....	62	40	5,523	(D)	(D)	(D)	(D)	(D)	21	(D)	2	(D)
3	Remainder of County.....	15	1	248	(D)	(D)	(D)	(D)	(D)	14	(D)	1	(D)
4	San Jacinto County.....	44	12	1,344	816	53	44	29	52	14	394	3	20
5	San Patricio County.....	410	282	32,977	30,853	2,739	1,297	1,148	417	98	8,141	76	1,848
6	Aransas Pass (part) ¹	78	62	7,561	7,211	638	300	266	78	10	2,100	15	475
7	Mathis.....	70	48	6,024	5,632	436	216	195	70	18	1,090	8	245
8	Sinton.....	119	79	9,638	9,030	860	409	348	126	21	2,201	29	589
9	Taft.....	62	40	5,659	5,345	507	222	207	63	20	1,353	5	133
10	Remainder of County.....	81	53	4,095	3,635	298	150	132	80	29	1,397	19	406
11	San Saba County.....	122	74	6,939	6,133	357	179	162	132	36	1,789	10	139
12	San Saba.....	90	62	6,109	5,631	329	161	145	98	20	1,394	7	103
13	Remainder of County.....	32	12	830	502	28	18	17	34	16	395	3	36
14	Schleicher County.....	51	33	3,479	2,999	230	91	81	49	5	701	3	201
15	Scurry County.....	219	151	22,195	20,825	2,044	830	717	216	38	6,396	30	1,187
16	Snyder.....	180	134	20,819	19,881	1,972	792	682	178	31	6,072	26	1,088
17	Remainder of County.....	39	17	1,376	944	72	38	35	38	7	324	4	99
18	Shackelford County.....	77	47	4,666	4,090	299	137	124	82	15	1,212	7	190
19	Shelby County.....	254	148	18,954	16,932	1,174	581	505	281	79	3,755	19	452
20	Center.....	122	84	11,982	11,222	888	405	356	134	33	1,984	10	302
21	Remainder of County.....	132	64	6,972	5,710	286	176	149	147	46	1,771	9	150
22	Sherman County.....	52	30	3,098	2,522	187	78	66	60	3	491	4	103
23	Smith County.....	806	524	81,219	74,389	7,495	3,195	2,778	809	174	17,903	87	2,841
24	Tyler.....	639	427	73,469	67,889	7,057	2,959	2,584	637	120	15,606	76	2,552
25	Remainder of County.....	167	97	7,750	6,500	438	236	194	172	54	2,297	11	289
26	Somervell County.....	42	18	1,593	955	69	41	38	45	20	566	2	(D)
27	Starr County.....	135	71	6,579	5,619	386	265	244	148	41	1,658	25	363
28	Stephens County.....	165	107	12,469	11,021	968	455	399	175	22	3,581	38	1,032
29	Breckenridge.....	148	98	10,815	9,515	915	431	379	158	22	(D)	29	730
30	Remainder of County.....	17	9	1,654	1,506	53	24	20	17	***	(D)	9	302
31	Sterling County.....	21	15	1,624	1,368	92	36	33	19	4	265	1	(D)
32	Stonewall County.....	52	28	2,537	2,019	183	84	72	53	14	787	8	229
33	Sutton County.....	61	43	4,899	4,213	406	169	158	56	11	1,093	9	274
34	Sonora.....	60	42	(D)	(D)	(D)	(D)	(D)	(D)	11	1,093	9	(D)
35	Remainder of County.....	1	1	(D)	(D)	(D)	(D)	(D)	(D)	***	***	***	(D)
36	Swisher County.....	119	95	11,629	11,137	829	394	336	129	9	2,126	11	325
37	Tulia.....	80	66	8,940	8,664	587	296	253	94	6	1,807	6	124
38	Remainder of County.....	39	29	2,689	2,473	242	98	83	35	3	319	5	201
39	Tarrant County.....	4,236	2,680	560,344	524,982	59,184	25,557	21,837	4,296	768	107,234	818	32,008
40	Arlington.....	209	127	27,242	25,542	1,980	789	638	225	39	6,461	38	1,121
41	Fort Worth.....	3,532	2,274	503,839	474,021	55,206	23,832	20,442	3,528	618	90,982	699	28,321
42	Halton City.....	77	41	3,853	3,389	271	144	119	85	12	691	11	368
43	River Oaks.....	41	17	2,726	2,254	147	69	52	43	7	(D)	7	212
44	Grand Prairie (part) ¹⁰	6	4	477	(D)	31	13	13	8	1	(D)	1	(D)
45	White Settlement.....	18	18	2,185	(D)	173	75	59	19	1	(D)	4	(D)
46	Remainder of County.....	353	199	20,022	(D)	1,376	635	514	388	90	6,472	58	1,844
47	Taylor County.....	811	531	87,502	81,988	9,311	3,862	3,379	846	115	18,461	100	4,523
48	Abilene.....	686	460	80,445	75,877	8,835	3,637	3,193	708	98	16,876	80	4,165
49	Remainder of County.....	125	71	7,057	6,111	476	225	186	138	17	1,585	20	358
50	Terrell County.....	44	30	2,639	2,461	261	119	112	47	6	424	16	261
51	Terry County.....	171	125	19,549	18,619	1,616	728	562	172	24	4,088	18	711
52	Brownfield.....	146	110	17,665	17,017	1,486	677	513	147	16	3,800	14	562
53	Remainder of County.....	25	15	1,884	1,602	130	51	49	25	8	288	4	149
54	Throckmorton County.....	40	30	2,147	1,965	145	73	65	42	7	430	2	(D)
55	Titus County.....	229	127	15,643	13,249	1,141	601	494	254	61	4,093	20	550
56	Mount Pleasant.....	182	106	13,992	12,094	1,021	516	427	200	41	3,391	18	(D)
57	Remainder of County.....	47	21	1,651	1,155	120	85	67	54	20	702	2	(D)
58	Tom Green County.....	821	527	82,081	76,943	8,287	3,187	2,774	840	126	18,212	159	4,828
59	San Angelo.....	771	491	79,045	74,203	8,115	3,125	2,718	793	114	17,949	148	4,546
60	Remainder of County.....	50	36	3,036	2,740	172	62	56	47	12	263	11	282
61	Travis County.....	1,599	1,121	184,623	176,699	21,782	9,692	8,137	1,602	247	38,727	331	15,041
62	Austin.....	1,529	1,083	182,218	174,732	21,651	9,618	8,077	1,530	236	38,415	308	14,653
63	Remainder of County.....	70	38	2,405	1,967	131	74	60	72	11	312	23	388
64	Trinity County.....	135	75	7,196	5,652	391	219	190	139	35	1,589	25	844
65	Tyler County.....	113	79	8,841	8,277	570	294	260	127	26	1,738	9	267
66	Upshur County.....	182	104	12,619	10,905	836	412	355	203	71	3,706	12	299
67	Gilmer.....	121	77	10,341	9,421	667	343	289	138	45	2,762	8	214
68	Gladewater (part) ⁷	3	1	(D)	(D)	(D)	(D)	(D)	(D)	3	(D)	***	***
69	Remainder of County.....	58	26	(D)	(D)	(D)	(D)	(D)	(D)	23	(D)	4	85

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

¹Aransas Pass is in Aransas and San Patricio counties.⁷Gladewater is in Gregg and Upshur counties.¹⁰Grand Prairie is in Dallas and Tarrant counties.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
3	(0)	4	411	2	(0)	5	1,263	6	308	6	522	2	(0)	7	843	4	26	1	
3	(0)	4	411	2	(0)	5	1,263	6	308	6	522	2	(0)	7	843	4	26	2	
...	3	
7	485	1	(0)	8	148	3	38	2	(0)	6	22	4	
19	1,117	17	1,075	16	968	27	7,053	51	3,142	36	6,250	19	1,165	42	1,968	9	250	5	
4	238	2	(D)	7	500	7	2,197	6	370	4	619	4	260	16	488	3	(0)	6	
5	172	3	(D)	2	(0)	4	1,958	7	359	11	1,439	4	94	8	482	7	
4	(D)	8	536	6	328	10	2,131	13	852	9	1,669	5	298	11	489	3	(0)	8	
4	221	4	207	1	(0)	5	(D)	9	490	5	(D)	3	305	4	139	2	(0)	9	
2	(0)	1	(D)	16	1,071	7	(D)	3	208	3	370	1	(0)	10	
7	311	5	135	4	60	11	994	15	410	17	748	8	222	8	(D)	1	(0)	11	
5	(D)	5	135	4	60	11	994	11	321	14	667	5	205	7	1,909	1	(0)	12	
2	(D)	4	89	3	81	3	17	1	(D)	13	
1	(0)	2	(0)	4	79	7	987	16	431	3	(0)	4	211	6	(D)	14	
8	1,157	12	1,100	10	720	19	5,429	52	2,454	16	2,221	11	781	16	590	7	160	15	
6	(D)	12	1,100	10	720	19	5,429	30	1,937	14	(D)	9	(D)	16	590	7	160	16	
2	(D)	22	517	2	(D)	2	(D)	17	
2	(0)	5	236	6	224	7	1,519	18	464	6	306	3	(0)	6	256	2	(0)	18	
19	805	14	742	9	288	17	3,719	35	1,231	19	1,530	6	411	31	5,929	6	92	19	
5	344	8	644	6	279	12	2,794	11	370	12	1,291	2	(D)	19	3,662	4	(D)	20	
14	461	6	98	3	9	5	925	24	861	7	239	4	(D)	12	2,267	2	(D)	21	
4	266	1	(0)	2	(D)	6	567	5	316	10	761	4	325	7	116	6	42	22	
38	6,770	65	6,936	34	4,695	72	16,786	97	4,968	42	7,419	34	4,430	107	7,828	56	683	23	
26	6,176	59	6,683	33	(D)	66	16,133	69	4,077	32	6,579	25	3,870	89	(D)	44	575	24	
12	594	6	253	1	(D)	6	653	28	891	10	840	9	560	18	(D)	12	68	25	
1	(D)	2	(D)	4	338	2	(0)	2	(0)	2	(D)	7	291	26	
16	1,252	4	102	4	(D)	4	897	15	490	5	1,177	5	216	12	(D)	4	30	27	
8	668	8	598	11	560	13	3,204	29	817	14	819	7	459	15	731	28	
5	578	8	598	11	560	13	3,204	27	(D)	14	819	7	459	12	689	29	
3	90	2	(D)	3	42	30	
...	...	2	(D)	1	(D)	1	(D)	4	200	2	(D)	1	(D)	5	285	31	
3	(D)	1	(D)	1	(D)	5	643	11	345	3	204	3	66	3	85	32	
3	274	2	(D)	5	126	4	772	8	675	2	(D)	2	(D)	15	1,148	33	
3	274	2	(D)	5	126	4	772	8	675	2	(D)	2	(D)	14	(D)	34	
...	1	(D)	35	
6	458	7	396	5	196	9	(D)	15	790	24	2,429	6	449	23	1,798	4	(D)	36	
3	(D)	7	396	5	196	8	2,270	8	494	18	2,052	4	(D)	11	884	4	(D)	37	
3	(D)	1	(D)	7	296	6	377	2	(D)	12	914	38	
133	98,867	208	26,053	186	19,685	340	119,127	571	32,481	179	35,193	143	21,549	656	38,025	234	30,122	39	
7	672	11	594	14	1,115	18	11,950	31	1,634	13	2,139	6	681	18	691	14	184	40	
103	97,005	187	25,208	157	18,215	293	104,743	443	26,925	134	28,844	127	20,278	572	34,024	199	29,294	41	
1	(D)	3	65	5	122	15	804	10	422	2	(D)	1	(D)	9	511	8	50	42	
1	(D)	1	(D)	2	(D)	3	77	8	(D)	4	106	6	125	2	(D)	43	
...	...	1	(D)	2	(D)	1	(D)	44	
3	135	1	(D)	6	607	1	(D)	2	(D)	45	
18	(D)	4	89	8	(D)	11	1,553	71	2,506	24	3,055	7	317	51	2,674	11	(D)	46	
33	9,888	61	6,872	54	5,302	82	20,095	136	6,364	48	6,611	32	2,814	107	5,485	43	1,087	47	
25	9,382	58	6,731	50	5,207	77	18,490	109	5,440	38	5,747	28	(D)	92	(D)	31	987	48	
8	506	3	141	4	95	5	1,605	27	924	10	864	4	(D)	15	(D)	12	100	49	
3	(D)	1	(D)	1	(D)	2	(D)	7	706	2	(D)	1	(D)	5	234	50	
9	1,364	9	708	7	495	18	5,466	31	1,469	20	3,278	4	376	29	(D)	2	(D)	51	
9	1,364	9	708	7	495	18	5,466	29	(D)	16	2,468	4	376	22	965	2	(D)	52	
...	2	(D)	4	810	7	(D)	53	
8	213	3	(D)	2	(D)	3	(D)	6	199	4	396	3	(D)	1	(D)	1	(D)	54	
11	784	15	1,113	11	921	15	3,437	54	1,133	11	1,652	6	487	31	1,271	14	202	55	
5	548	13	(D)	10	(D)	14	(D)	27	224	9	(D)	5	(D)	28	1,188	12	(D)	56	
6	236	2	(D)	1	(D)	1	(D)	7	209	2	(D)	1	(D)	3	83	2	(D)	57	
19	9,358	52	4,086	48	4,422	67	18,232	101	5,248	55	6,289	27	2,376	127	8,135	40	695	58	
17	(D)	51	(D)	48	4,422	65	(D)	94	5,094	54	(D)	26	(D)	114	6,271	40	695	59	
2	(D)	1	(D)	2	(D)	7	154	1	(D)	1	(D)	13	2,064	60	
61	17,354	109	15,859	86	10,625	92	31,311	187	12,523	70	15,588	66	6,032	248	15,654	102	5,909	61	
52	16,906	109	15,859	86	10,625	89	(D)	177	12,284	67	15,353	65	(D)	242	(D)	98	5,885	62	
9	448	3	(D)	10	239	3	235	1	(D)	6	(D)	4	24	63	
11	399	4	185	8	325	4	1,466	11	414	7	538	4	(D)	24	1,237	2	(D)	64	
16	1,101	4	200	6	96	6	1,732	17	1,378	8	854	5	213	12	1,238	4	24	65	
18	811	10	698	5	323	14	2,964	24	804	9	1,270	5	265	14	1,479	66	
10	359	10	698	5	(D)	9	2,780	12	646	8	(D)	4	(D)	10	(D)	67	
...	68	
8	452	(0)	5	184	12	158	1	(D)	1	(D)	4	(D)	69	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Upton County.....	106	76	6,402	5,888	607	252	221	111	21	1,717	22	639
2	McCombs.....	64	46	4,503	4,253	438	171	143	62	12	1,117	9	250
3	Remainder of County.....	42	30	1,899	1,635	169	81	78	49	9	600	13	389
4	Uvalde County.....	230	164	15,652	14,562	1,360	701	591	243	53	2,988	39	738
5	Uvalde.....	161	127	12,634	11,938	1,179	571	483	165	36	2,511	28	503
6	Remainder of County.....	69	37	3,018	2,624	181	130	108	78	17	477	11	235
7	Val Verde County.....	197	139	18,304	17,386	1,702	856	708	201	41	4,464	44	1,105
8	Del Rio.....	180	130	17,627	16,913	1,658	832	686	182	39	(D)	40	995
9	Remainder of County.....	17	9	677	473	44	24	22	19	2	(D)	4	110
10	Van Zandt County.....	251	145	15,286	13,408	882	478	388	267	68	3,660	25	372
11	Victoria County.....	430	330	55,422	53,454	5,569	2,486	2,101	440	78	14,139	95	2,980
12	Victoria.....	384	302	53,169	51,591	5,400	2,323	2,023	385	62	12,959	84	2,579
13	Remainder of County.....	46	28	2,253	1,863	169	163	78	55	16	1,180	11	461
14	Walker County.....	176	116	11,771	10,731	979	540	451	186	45	3,027	20	663
15	Huntsville.....	147	105	10,885	10,351	960	525	440	156	29	2,597	20	663
16	Remainder of County.....	29	11	886	400	19	15	11	30	16	430
17	Waller County.....	149	95	10,970	9,800	792	390	342	160	26	2,069	28	846
18	Ward County.....	192	124	14,853	13,499	1,232	470	398	186	20	3,648	33	754
19	Monahans.....	133	87	12,304	11,260	1,042	397	334	131	9	2,747	19	503
20	Remainder of County.....	59	37	2,549	2,239	190	73	64	55	11	901	14	251
21	Washington County.....	248	166	15,518	13,696	1,222	719	574	262	75	3,537	33	684
22	Brenham.....	188	136	13,321	12,115	1,154	659	526	198	50	2,851	27	557
23	Remainder of County.....	60	30	2,197	1,581	68	60	48	64	25	686	6	127
24	Webb County.....	517	329	47,280	44,734	4,363	2,640	2,304	503	134	11,505	111	2,160
25	Laredo.....	487	309	46,652	44,252	4,328	2,613	2,279	469	124	11,150	103	2,087
26	Remainder of County.....	30	20	628	482	35	27	25	34	10	355	8	73
27	Wharton County.....	434	314	38,931	37,275	3,241	1,433	1,238	477	77	8,800	84	1,941
28	El Campo.....	134	110	14,824	14,480	1,376	547	495	164	21	3,241	18	731
29	Wharton.....	163	115	15,563	14,825	1,266	591	500	170	24	3,190	30	630
30	Remainder of County.....	137	89	8,544	7,970	599	295	243	143	32	2,369	36	580
31	Wheeler County.....	164	110	9,701	8,949	716	373	303	179	25	2,236	24	544
32	Shamrock.....	91	69	6,124	5,938	477	253	212	103	7	1,256	20	468
33	Remainder of County.....	73	41	3,577	3,011	239	120	91	76	18	980	4	76
34	Wichita County.....	1,183	819	135,464	128,586	12,822	5,415	4,628	1,271	209	26,529	203	7,255
35	Burkburnett.....	74	54	7,012	6,582	434	196	161	82	16	2,390	7	118
36	Electra.....	105	73	12,559	11,967	483	234	193	109	18	1,070	19	265
37	Wichita Falls.....	894	622	109,613	104,593	11,302	4,729	4,055	965	147	21,486	165	6,624
38	Remainder of County.....	110	70	6,280	5,444	543	256	219	115	28	1,583	12	248
39	Wilbarger County.....	283	181	22,710	20,664	1,884	841	700	298	41	6,251	44	994
40	Vernon.....	257	169	21,582	19,960	1,844	816	683	273	31	5,757	40	965
41	Remainder of County.....	26	12	1,128	704	40	25	17	25	10	494	4	29
42	Willacy County.....	190	118	13,935	12,811	1,079	501	425	183	48	3,500	26	511
43	Raymondville.....	137	91	9,950	9,242	883	424	358	126	32	2,824	18	434
44	Remainder of County.....	53	27	3,985	3,569	196	77	67	57	16	676	8	77
45	Williamson County.....	514	340	32,508	29,648	2,650	1,334	1,110	535	90	7,595	123	2,565
46	Georgetown.....	88	62	7,782	7,232	561	317	252	97	18	1,297	6	382
47	Taylor.....	195	143	15,025	14,255	1,516	683	593	195	31	3,802	48	988
48	Remainder of County.....	231	135	9,701	8,161	573	334	265	243	41	2,496	69	995
49	Wilson County.....	155	99	8,429	7,411	583	332	295	158	39	1,766	33	559
50	Winkler County.....	128	94	13,636	12,804	1,032	390	332	124	19	3,565	23	697
51	Kermit.....	108	78	12,294	11,578	942	358	306	106	17	(D)	20	619
52	Remainder of County.....	20	16	1,342	1,226	90	32	26	18	2	(D)	3	78
53	Wise County.....	201	123	12,877	11,321	834	442	355	231	48	3,568	17	461
54	Decatur.....	77	55	6,961	6,633	492	253	212	80	11	1,289	9	251
55	Remainder of County.....	124	68	5,916	4,688	342	189	143	151	37	2,279	8	210
56	Wood County.....	258	160	18,376	16,506	1,263	621	524	290	68	3,965	21	564
57	Mineola.....	97	52	8,053	7,437	571	251	202	101	20	1,410	9	198
58	Winnboro (part).....	75	51	5,049	4,707	325	177	154	91	19	1,053	3	116
59	Remainder of County.....	93	57	5,274	4,362	367	193	168	98	29	1,502	9	250
60	Yoakum County.....	64	48	5,273	4,903	358	170	147	78	7	1,395	8	323
61	Young County.....	244	168	20,556	19,196	1,612	688	600	281	47	4,583	21	702
62	Graham.....	126	96	12,130	11,562	1,003	432	374	140	21	2,678	11	401
63	Olney.....	86	60	7,303	6,833	546	227	198	106	14	1,431	5	188
64	Remainder of County.....	32	12	1,123	811	63	29	28	35	12	474	5	113
65	Zapata County.....	48	11	899	475	18	17	16	53	23	488	5	88
66	Zavala County.....	134	64	6,171	5,273	409	203	179	143	36	1,864	29	338
67	Crystal City.....	101	49	4,938	4,280	342	163	146	108	25	1,131	18	201
68	Remainder of County.....	33	15	1,233	993	67	40	35	35	11	733	11	137

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

*Winnboro is in Franklin and Wood counties.

BY COUNTIES: CITIES OF 2500 INHABITANTS OR MORE—Continued

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Payroll, and Personnel

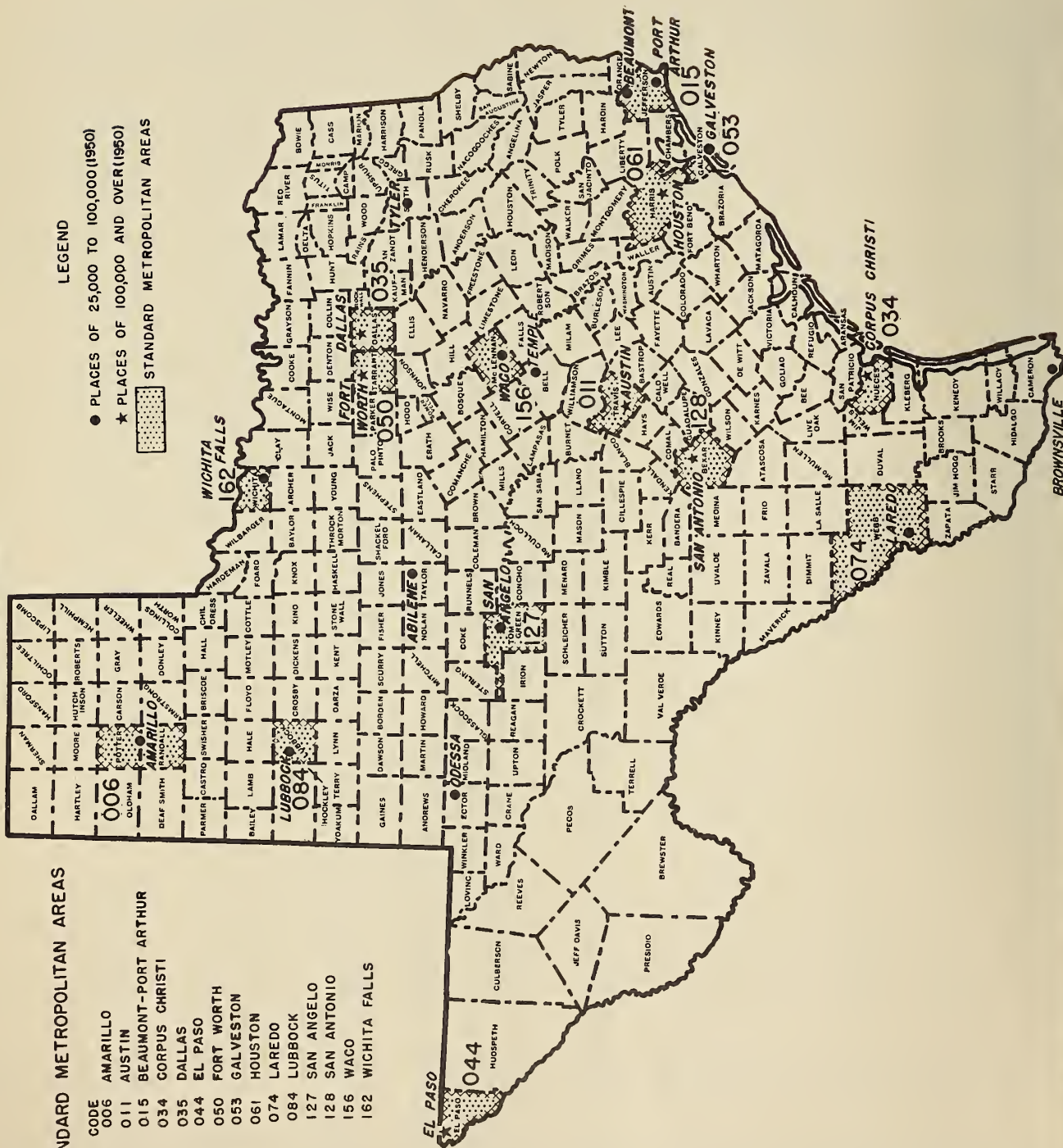
Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, hldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
6	544	3	135	6	270	5	(D)	19	977	6	(D)	3	200	15	302	
4	(D)	2	(D)	3	189	4	(D)	11	609	4	306	3	200	12	243	
2	(D)	1	(D)	3	81	1	(D)	8	368	2	(D)	3	59	
13	1,959	11	642	14	(D)	15	3,148	28	1,295	16	1,664	10	704	30	1,564	1	(D)	
9	1,404	6	590	12	591	13	(D)	22	1,151	10	1,391	4	481	20	1,318	1	(D)	
4	555	5	52	2	(D)	2	(D)	6	148	6	273	6	223	10	246	
6	1,372	15	1,100	12	1,030	16	4,923	24	1,402	8	(D)	8	499	21	836	2	(D)	
4	(D)	15	1,100	12	1,030	16	4,923	21	1,264	7	1,154	8	499	16	605	2	(D)	
2	(D)	3	138	1	(D)	5	231	
19	943	13	359	8	466	20	5,074	34	1,272	18	1,843	10	426	26	809	10	62	
13	4,910	23	2,543	21	3,128	25	10,097	56	3,360	29	6,400	11	1,155	63	5,101	16	1,609	
11	(D)	23	2,543	20	(D)	25	10,097	51	3,099	26	(D)	10	(D)	58	4,970	14	1,582	
2	(D)	1	(D)	5	261	3	(D)	1	(D)	5	131	2	27	
10	889	9	545	11	603	18	2,848	28	1,206	9	710	6	404	17	772	3	104	
7	797	8	(D)	10	(D)	18	2,848	22	1,040	9	710	6	404	17	772	1	(D)	
3	92	1	(D)	1	(D)	6	166	2	(D)	
14	915	3	(D)	1	(D)	8	2,639	20	1,070	14	1,538	11	286	22	1,230	2	(D)	
12	974	8	553	18	1,018	13	3,668	26	1,800	8	836	8	315	40	1,233	6	54	
7	832	8	553	18	1,018	12	(D)	17	1,432	2	(D)	4	295	33	983	4	(D)	
5	142	1	(D)	9	368	6	(D)	4	20	7	250	2	(D)	
15	2,456	7	744	9	632	15	2,380	28	1,037	10	698	9	(D)	43	2,602	4	(D)	
8	1,956	7	744	6	544	14	(D)	21	955	10	698	7	467	34	2,080	4	(D)	
7	500	3	88	1	(D)	7	81	2	(D)	9	522	
17	6,809	63	7,702	13	1,725	19	6,677	57	3,061	23	3,082	13	1,437	47	2,696	20	426	
17	6,809	63	7,702	12	(D)	19	6,677	52	2,960	23	3,082	10	1,391	46	(D)	18	(D)	
...	1	(D)	5	101	3	46	1	(D)	2	(D)	
22	2,727	27	1,953	20	1,445	34	9,143	54	3,118	39	6,069	13	1,059	51	2,566	13	110	
5	493	9	719	9	507	13	3,195	16	1,137	18	3,370	6	581	14	766	9	84	
7	760	15	1,160	14	(D)	16	4,481	22	1,344	13	1,626	4	350	16	1,092	2	(D)	
10	1,474	3	74	1	(D)	5	1,467	16	637	8	1,073	3	128	21	708	2	(D)	
10	672	4	284	7	309	9	2,188	33	1,078	24	1,488	8	360	16	520	4	22	
4	294	4	284	5	(D)	7	(D)	17	654	11	859	3	225	9	290	4	(D)	
6	378	2	(D)	2	(D)	16	424	13	629	5	135	7	230	...	(D)	
31	13,417	83	9,229	69	6,158	78	29,604	163	9,194	57	6,832	45	4,678	204	21,613	41	955	
4	350	3	196	7	257	9	2,081	11	557	5	592	4	213	8	258	
2	(D)	4	354	7	353	5	(D)	17	644	8	644	5	239	15	(D)	5	(D)	
22	12,938	73	8,530	51	5,414	61	25,819	114	7,085	37	5,205	32	4,058	158	11,564	34	890	
3	(D)	3	149	4	134	3	(D)	21	908	7	391	4	168	23	(D)	2	(D)	
9	1,848	23	1,488	19	1,071	33	4,971	35	1,875	26	2,135	10	805	34	864	9	192	
8	(D)	23	1,488	19	1,071	32	(D)	28	1,615	25	(D)	9	(D)	33	(D)	9	192	
1	(D)	1	(D)	7	260	1	(D)	1	(D)	1	(D)	
12	1,096	9	319	11	567	11	1,782	19	785	18	2,448	9	370	14	2,437	13	120	
10	(D)	9	319	10	(D)	10	(D)	13	579	13	1,804	4	254	9	571	9	80	
2	(D)	1	(D)	1	(D)	6	206	5	644	5	116	5	1,866	4	40	
31	2,568	18	926	15	781	33	7,542	80	3,036	38	3,680	16	925	61	2,768	9	122	
6	658	3	(D)	6	325	8	2,585	16	888	6	474	4	212	15	(D)	
8	1,206	13	817	6	321	19	3,032	20	864	14	2,127	5	542	27	1,270	4	56	
17	704	2	(D)	3	135	6	1,925	44	1,284	18	1,079	7	171	19	(D)	5	66	
10	972	3	200	7	106	12	1,578	21	807	9	1,004	5	245	12	1,172	4	20	
6	550	7	586	8	607	12	4,181	18	1,417	9	648	6	426	16	913	4	46	
4	(D)	6	(D)	7	(D)	11	(D)	14	1,253	9	(D)	3	340	13	818	4	46	
2	(D)	1	(D)	1	(D)	1	(D)	4	164	...	(D)	3	86	3	95	
13	406	5	290	7	242	20	3,534	42	1,276	17	1,325	9	396	19	1,365	4	14	
3	95	2	(D)	2	(D)	14	2,820	11	484	7	649	3	157	11	975	4	14	
10	311	3	(D)	5	(D)	6	714	31	792	10	676	6	239	8	390	
23	1,281	18	712	16	894	18	5,632	37	1,490	24	1,996	8	428	22	1,360	3	54	
6	321	5	404	6	681	9	3,378	18	726	6	368	2	(D)	9	367	...	(D)	
7	321	9	170	7	165	7	(D)	7	283	8	591	2	(D)	5	773	1	(D)	
10	639	4	138	3	48	2	(D)	12	481	10	1,037	4	(D)	8	220	2	(D)	
5	229	5	283	5	219	5	(D)	12	798	5	807	4	197	8	(D)	
12	968	16	1,034	13	1,131	19	5,709	51	1,728	21	2,447	8	(D)	34	1,675	2	(D)	
9	802	10	471	7	634	12	3,931	23	917	13	1,286	4	381	16	629	
3	(D)	6	563	6	497	7	1,778	19	688	7	(D)	3	180	14	698	2	(D)	
...	(D)	9	123	1	(D)	1	(D)	4	348	
3	52	2	(D)	6	116	2	(D)	4	22	
9	459	6	185	10	309	7	1,181	14	502	6	654	1	(D)	14	554	2	(D)	
9	(D)	6	185	8	(D)	7	1,181	9	428	4	(D)	1	(D)	12	(D)	2	(D)	
...	(D)	2	(D)	5	74	2	(D)	2	(D)	

TEXAS (254 COUNTIES)

STANDARD METROPOLITAN AREAS

CODE	NAME
006	AMARILLO
011	AUSTIN
015	BEAUMONT-PORT ARTHUR
034	CORPUS CHRISTI
035	DALLAS
044	EL PASO
050	FORT WORTH
053	GALVESTON
061	HOUSTON
074	LAREDO
084	LUBBOCK
127	SAN ANGELO
128	SAN ANTONIO
156	WACO
162	WICHITA FALLS

- LEGEND
- PLACES OF 25,000 TO 100,000 (1950)
 - ★ PLACES OF 100,000 AND OVER (1950)
 - STANDARD METROPOLITAN AREAS



U. S. DEPARTMENT OF COMMERCE

Field Offices

ALBUQUERQUE, N. MEX.
Rm. 321, Post Office Bldg.

ATLANTA 23, GA.
Room 340
Peachtree and Seventh St. Bldg.

BOSTON 9, MASS.
Room 1416
U. S. Post Office & Courthouse

BUFFALO 3, N. Y.
504 Federal Bldg.
117 Ellicott Street

CHARLESTON 4, S. C.
Area 2 Sergeant Jasper Bldg.
West End Broad Street

CHEYENNE, WYO.
307 Federal Office Bldg.

CHICAGO 6, ILL.
226 West Jackson Blvd.

CINCINNATI 2, OHIO
442 U. S. Post Office & Court-
house

CLEVELAND 14, OHIO
1100 Chester Avenue

DALLAS 22, TEX.
1114 Commerce Street

DENVER 2, COLO.
142 New Custom House

DETROIT 26, MICH.
438 Federal Bldg.

EL PASO, TEX.
Chamber of Commerce Bldg.

HOUSTON 2, TEX.
430 Lamar Avenue

JACKSONVILLE 1, FLA.
425 Federal Bldg.

KANSAS CITY 6, MO.
Federal Office Bldg.

LOS ANGELES 15, CALIF.
Room 450
Western Pacific Bldg.
1031 South Broadway

MEMPHIS 3, TENN.
212 Falls Bldg.
22 North Front St.

MIAMI 32, FLA.
316 U. S. Post Office Bldg.
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NEW YORK 17, N. Y.
4th Floor, 110 E. 45th St.

PHILADELPHIA 7, PA.
Jefferson Bldg.
1015 Chestnut Street

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137 North Second Avenue

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817 Fulton Bldg.
107 Sixth St.

PORTLAND 4, OREG.
217 Old U. S. Courthouse

RENO, NEV.
1479 Wells Avenue

RICHMOND 19, VA.
1103 East Main Street

ST. LOUIS 1, MO.
910 New Federal Bldg.

SALT LAKE CITY 1, UTAH
Room 105
222 S. W. Temple St.

SAN FRANCISCO 11, CALIF
119 Customhouse
555 Battery St.

SAVANNAH, GA.
235 U. S. Courthouse & Post
Office Bldg.

SEATTLE 4, WASH.
809 Federal Office Bldg.
909 First Avenue

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Central Business District Bulletins <input type="checkbox"/> Census Volumes	Wholesale Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes	Selected Service Trades <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes
<input type="checkbox"/> Public Merchandise Warehouses <input type="checkbox"/> 1954 Census of Business—Puerto Rico		

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
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DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID

PAYMENT OF POSTAGE, \$300

1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-44

UTAH

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	6,670	4,772	735,251	696,129	6,815	4,890	576,487	541,518
Food stores.....	1,123	729	153,448	141,416	1,391	849	113,707	101,678
Eating, drinking places.....	1,223	989	45,082	42,146	1,357	1,025	39,589	36,257
General merchandise group.....	339	257	103,077	100,791	361	264	89,573	87,648
Apparel, accessories stores.....	400	344	36,145	35,251	360	290	34,080	32,834
Furniture, home furnishings, appliance dealers.....	382	264	36,780	34,546	340	274	33,226	31,594
Automotive group.....	404	330	139,465	136,801	426	368	93,184	90,661
Gasoline service stations.....	1,003	727	64,419	57,923	1,070	661	40,033	32,967
Lumber, bldg. mtl., hardware, farm equipment dealers..	499	405	59,810	58,176	483	394	52,721	50,861
Drug stores, proprietary stores.....	224	206	26,433	25,955	207	188	18,116	17,652
Other retail stores.....	794	474	62,473	57,749	796	556	57,028	54,421
Nonstore retailers.....	279	47	8,119	5,375	24	21	5,230	4,945

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (unin- corporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		(Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Utah, total.....	6,670	4,772	735,251	696,129	80,495	32,829	25,040	6,688	1,123	153,448	1,223	45,082
2	Beaver County.....	63	41	3,656	3,246	295	144	117	62	5	298	4	217
3	Box Elder County.....	235	157	17,897	16,225	1,385	662	521	226	35	3,374	35	1,309
4	Brigham City.....	113	81	8,036	7,354	606	305	261	110	19	2,075	12	548
5	Remainder of County.....	122	76	9,861	8,871	779	357	260	116	16	1,299	23	761
6	Cache County.....	298	222	28,479	26,985	3,032	1,355	1,092	268	47	4,211	39	1,582
7	Logan.....	205	163	23,173	22,227	2,606	1,171	945	180	26	3,094	30	1,364
8	Remainder of County.....	93	59	5,306	4,758	426	184	147	88	21	1,117	9	218
9	Carbon County.....	218	146	20,321	18,723	1,953	755	602	242	37	4,071	55	1,324
10	Helper.....	56	36	2,428	1,938	171	76	58	68	14	1,143	16	210
11	Price.....	113	87	14,205	13,557	1,449	528	426	123	18	2,729	22	728
12	Remainder of County.....	49	23	3,688	3,228	333	151	118	51	5	199	17	386
13	Daggett County.....	2	2	(0)	(0)	(0)	(0)	(0)	(0)
14	Davis County.....	262	174	24,105	22,773	2,020	867	623	270	38	6,957	46	1,200
15	Bountiful.....	74	48	9,459	9,219	735	292	196	71	13	2,868	11	296
16	Clearfield.....	49	29	4,158	3,892	319	131	100	52	6	2,021	7	160
17	Layton.....	49	35	5,829	5,435	544	233	180	48	6	785	8	273
18	Remainder of County.....	90	62	4,659	4,227	422	211	147	99	13	1,283	20	471
19	Duchesne County.....	87	57	5,969	5,435	556	250	209	95	15	974	13	384
20	Emery County.....	46	26	2,100	1,792	148	62	48	52	9	351	8	144
21	Garfield County.....	39	31	1,782	1,660	125	77	45	43	2	(0)	11	250
22	Grand County.....	38	28	4,008	3,890	344	196	166	48	3	268	10	474
23	Iron County.....	121	99	13,282	12,954	1,362	539	423	109	21	2,136	21	568
24	Cedar City.....	94	82	12,338	12,158	1,255	493	389	87	15	1,964	15	496
25	Remainder of County.....	27	17	944	796	107	46	34	22	6	172	6	72
26	Juab County.....	61	41	4,261	3,757	411	205	157	63	7	824	7	374
27	Nephi.....	43	29	3,338	2,974	340	164	125	45	3	410	6	323
28	Remainder of County.....	18	12	923	783	71	41	32	18	4	414	5	51
29	Kane County.....	34	28	1,622	1,510	134	69	47	36	4	(0)	7	236
30	Millard County.....	98	62	7,298	6,502	631	251	224	106	12	734	11	371
31	Morgan County.....	29	19	2,405	2,131	154	64	48	33	5	633	8	90
32	Piute County.....	16	8	348	280	17	10	7	18	3	(0)	5	66
33	Rich County.....	15	9	(D)	(D)	(D)	(D)	(D)	(D)	6	48	3	68
34	Salt Lake County.....	2,739	1,979	369,504	353,566	43,420	17,323	12,960	2,751	499	76,888	539	22,931
35	Singham Canyon.....	40	22	2,214	1,948	204	89	67	48	9	664	16	206
36	Midvale.....	50	42	5,212	5,068	434	192	139	50	6	1,415	12	255
37	Murray.....	133	91	13,775	12,839	1,282	547	412	122	20	3,713	24	853
38	Salt Lake City.....	1,998	1,518	305,514	295,308	38,090	15,022	11,268	1,926	368	58,579	373	18,599
39	South Salt Lake.....	82	44	7,043	6,305	712	279	226	103	7	411	20	488
40	Remainder of County.....	436	262	35,746	32,098	2,698	1,194	848	502	89	12,106	94	2,530
41	San Juan County.....	34	26	4,331	3,919	329	125	113	44	5	452	10	335
42	Sanpete County.....	159	101	8,262	6,796	599	272	226	173	27	1,619	23	573
43	Sevier County.....	142	104	14,001	13,261	1,192	524	437	141	20	2,010	15	509
44	Richfield.....	79	57	9,565	9,155	868	346	292	78	11	1,409	8	271
45	Remainder of County.....	63	47	4,436	4,106	324	178	145	63	9	601	7	238
46	Summit County.....	80	50	4,244	3,646	302	151	111	86	8	269	22	471
47	Tooele County.....	124	94	11,785	10,891	1,092	474	383	140	24	3,170	23	1,110
48	Tooele.....	86	66	9,269	8,611	832	326	267	97	17	2,595	13	407
49	Remainder of County.....	38	28	2,516	2,280	260	148	116	43	7	575	10	703
50	Uintah County.....	90	60	7,527	7,009	710	303	272	90	14	1,129	15	497
51	Vernal.....	78	54	6,732	6,340	668	273	246	78	10	1,043	15	(D)
52	Remainder of County.....	12	6	795	669	42	30	26	12	4	86	...	(D)
53	Utah County.....	675	513	69,940	66,246	7,166	3,190	2,357	659	122	16,527	104	3,368
54	American Fork.....	67	35	5,445	4,703	469	180	136	62	14	1,137	6	118
55	Lehi.....	34	28	2,873	1,989	140	78	51	37	8	1,624	10	218
56	Orem.....	63	45	4,266	3,908	359	167	123	65	13	1,749	16	373
57	Payson.....	36	32	3,132	3,114	304	150	108	34	7	1,038	4	139
58	Pleasant Grove.....	28	20	1,990	1,864	190	103	70	37	3	671	7	245
59	Provo.....	275	223	36,551	35,721	4,279	1,896	1,396	263	40	7,099	38	1,597
60	Spanish Fork City.....	73	55	7,447	7,153	792	349	272	64	15	1,210	9	217
61	Springville.....	57	49	5,599	5,411	463	204	150	53	12	1,397	7	208
62	Remainder of County.....	42	26	2,637	2,383	166	63	51	44	10	602	7	253
63	Wasatch County.....	55	39	4,522	4,166	492	205	185	61	9	898	17	610
64	Heber.....	39	33	3,978	3,858	457	182	163	33	8	(D)	6	313
65	Remainder of County.....	16	6	544	308	35	23	22	28	1	(D)	11	297
66	Washington County.....	108	78	8,993	8,493	907	395	301	100	11	1,352	19	825
67	St. George.....	71	53	7,476	7,222	794	347	268	59	7	1,239	9	643
68	Remainder of County.....	37	25	1,517	1,271	113	48	33	41	4	143	10	182

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, hldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
339	103,077	400	36,145	382	36,780	404	139,465	1,003	64,419	499	59,810	224	26,433	794	62,473	279	8,119	1
9	760	6	142	1	(D)	5	306	14	930	9	597	2	(D)	4	(D)	4	32	2
12	1,299	10	368	17	781	11	3,807	49	2,106	21	2,448	8	448	35	(D)	2	(D)	3
6	739	8	(D)	13	509	5	1,192	18	969	6	596	3	202	21	863	2	(D)	4
6	560	2	(D)	4	272	6	2,615	31	1,137	15	1,852	5	246	14	(D)	5
16	4,189	22	1,324	22	1,164	15	4,545	39	2,260	32	3,658	10	659	47	4,080	9	107	6
7	3,686	21	(D)	12	876	14	(D)	27	2,273	21	2,726	5	430	35	2,836	7	(D)	7
9	503	1	(D)	10	288	1	(D)	12	687	11	932	5	229	12	1,244	2	(D)	8
17	4,351	9	497	14	652	12	4,601	36	2,110	13	1,245	6	471	17	(D)	2	(D)	9
2	(D)	2	(D)	6	286	7	254	2	(D)	3	154	4	78	10
5	1,733	7	(D)	6	(D)	12	4,601	16	1,247	11	(D)	3	317	11	903	2	(D)	11
10	(D)	2	(D)	13	609	2	(D)	12
2	(D)	13
6	1,046	14	696	18	1,683	16	5,391	40	2,553	25	2,376	14	1,095	33	1,008	12	100	14
2	(D)	8	394	7	(D)	7	2,610	6	477	3	929	5	488	10	254	2	(D)	15
2	(D)	2	(D)	5	(D)	4	(D)	5	384	6	349	3	152	3	(D)	6	(D)	16
2	(D)	3	(D)	2	(D)	3	1,635	11	867	5	585	2	(D)	5	209	2	(D)	17
...	...	1	(D)	4	(D)	2	(D)	18	825	11	513	4	(D)	15	(D)	2	(D)	18
14	1,286	3	135	3	121	5	729	15	738	11	951	3	521	3	(D)	2	(D)	19
10	566	9	708	5	105	2	(D)	3	(D)	20
8	315	1	(D)	1	(D)	12	515	3	115	1	(D)	21
5	1,253	2	(D)	1	(D)	3	511	7	771	1	(D)	1	(D)	5	64	22
5	1,105	6	528	6	839	10	4,337	17	1,125	18	1,144	4	(D)	14	974	1	(D)	23
6	(D)	8	(D)	6	839	10	4,337	10	958	8	(D)	4	(D)	11	(D)	1	(D)	24
2	(D)	1	(D)	7	127	2	(D)	3	(D)	25
4	298	7	86	5	280	4	988	13	787	5	(D)	3	193	2	(D)	26
3	(D)	7	86	5	280	4	988	7	448	4	379	2	(D)	2	(D)	27
1	(D)	6	339	1	(D)	1	(D)	28
5	361	4	108	1	(D)	8	379	1	(D)	2	(D)	2	(D)	29
10	1,155	3	34	2	(D)	11	1,558	23	1,086	12	1,283	3	146	7	(D)	4	30	30
2	(D)	3	653	5	217	1	(D)	3	122	2	(D)	31
...	2	(D)	6	124	32
2	(D)	3	251	1	(D)	33
73	57,567	170	19,023	172	19,494	157	68,632	380	26,470	154	22,857	83	13,879	340	35,117	172	6,646	34
2	(D)	2	(D)	1	(D)	2	(D)	1	(D)	2	(D)	5	227	35
2	(D)	4	112	5	261	2	(D)	3	(D)	5	796	2	(D)	9	750	36
4	1,023	8	381	8	679	8	1,920	21	1,854	8	864	3	(D)	14	1,627	15	(D)	37
54	52,413	146	18,057	137	17,159	119	58,098	268	20,126	90	14,592	60	11,696	260	30,260	123	5,935	38
1	(D)	5	486	12	3,357	11	645	12	1,193	2	(D)	7	120	5	30	39
10	2,828	10	(D)	16	(D)	14	4,462	76	3,496	39	5,412	14	1,003	45	2,133	29	436	40
8	891	1	(D)	3	336	3	236	1	(D)	3	(D)	41
17	1,170	10	300	13	489	10	1,312	18	578	13	1,302	7	327	17	570	4	22	42
13	1,411	11	483	8	547	14	5,033	20	920	14	1,404	6	454	16	1,169	5	61	43
6	977	9	(D)	5	372	8	3,440	9	463	6	812	3	(D)	12	1,139	2	(D)	44
7	434	2	(D)	3	175	6	1,593	11	457	8	592	3	(D)	4	30	3	(D)	45
10	826	8	1,498	19	677	2	(D)	5	188	4	(D)	2	(D)	46
5	961	7	532	1	(D)	10	2,566	26	1,959	10	579	9	479	9	(D)	47
3	(D)	7	532	7	(D)	8	(D)	13	1,020	10	579	7	(D)	7	337	48
2	(D)	2	(D)	13	939	2	(D)	2	(D)	49
4	1,428	9	308	9	250	7	1,810	16	1,032	8	469	1	(D)	7	469	2	(D)	50
3	(D)	9	308	7	250	7	1,810	13	803	8	469	1	(D)	5	(D)	51
1	(D)	3	229	2	(D)	2	(D)	52
39	10,880	43	3,100	31	3,409	43	13,849	99	6,979	65	5,130	29	2,819	83	3,600	17	279	53
3	(D)	3	82	4	176	12	1,817	6	247	5	(D)	4	178	6	286	4	96	54
1	(D)	1	(D)	2	(D)	1	(D)	3	342	2	(D)	4	220	2	(D)	55
2	(D)	2	(D)	3	178	10	562	7	746	3	237	7	321	56
2	382	1	(D)	2	(D)	3	271	6	250	5	415	3	260	3	(D)	57
1	(D)	2	(D)	6	322	5	350	1	(D)	1	(D)	2	(D)	58
13	6,457	33	2,667	11	2,334	16	8,588	38	2,642	22	1,928	8	1,340	49	1,778	7	121	59
5	1,176	3	149	4	239	5	2,255	14	1,093	8	723	3	(D)	5	157	2	(D)	60
5	1,114	2	(D)	3	293	2	(D)	8	937	7	608	3	258	6	196	2	(D)	61
7	228	1	(D)	1	(D)	8	584	4	51	4	(D)	62
6	682	1	(D)	2	(D)	4	914	4	257	3	(D)	1	(D)	8	176	63
3	(D)	1	(D)	1	(D)	4	914	4	(D)	3	(D)	1	(D)	8	176	64
3	(D)	1	(D)	(D)	65
9	978	5	320	3	310	9	1,967	20	1,213	12	828	3	174	17	996	66
2	(D)	5	320	2	(D)	8	(D)	13	949	9	712	2	(D)	14	(D)	67
7	(D)	1	(D)	1	(D)	7	264	3	116	1	(D)	3	(D)	68

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total								Kind-of-business group			
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Wayne County.....	9	5	488	414	30	19	17	9	1	(0)
2	Weber County.....	793	573	93,401	89,187	11,635	4,314	3,329	750	134	23,631	149	5,196
3	Ogden.....	698	496	83,791	80,191	10,732	3,953	3,081	650	118	20,644	123	4,423
4	Roy.....	29	21	3,802	3,410	295	113	78	30	6	1,674	7	247
5	South Ogden.....	13	13	1,588	1,588	277	91	76	9	1	(0)	2	(0)
6	Remainder of County.....	53	43	4,220	3,998	331	157	94	61	9	(D)	17	(D)

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
4	188	1	(D)	2	(D)	1	(D)	1
21	7,784	54	8,745	54	6,357	43	13,288	102	6,638	63	10,973	17	3,291	117	7,536	39	662	2
17	7,293	54	8,045	44	5,122	37	12,611	85	5,067	57	9,661	14	3,147	111	(D)	38	(D)	3
1	(D)	4	466	2	(D)	4	740	1	(D)	4	30	4
...	3	(D)	1	(D)	4	431	1	(D)	1	(D)	5
3	(D)	3	(D)	3	(D)	9	400	5	(D)	2	(D)	2	(D)	6

UTAH (29 COUNTIES)

LEGEND

● PLACES OF 25,000 TO 100,000 (1950)

★ PLACES OF 100,000 AND OVER (1950)



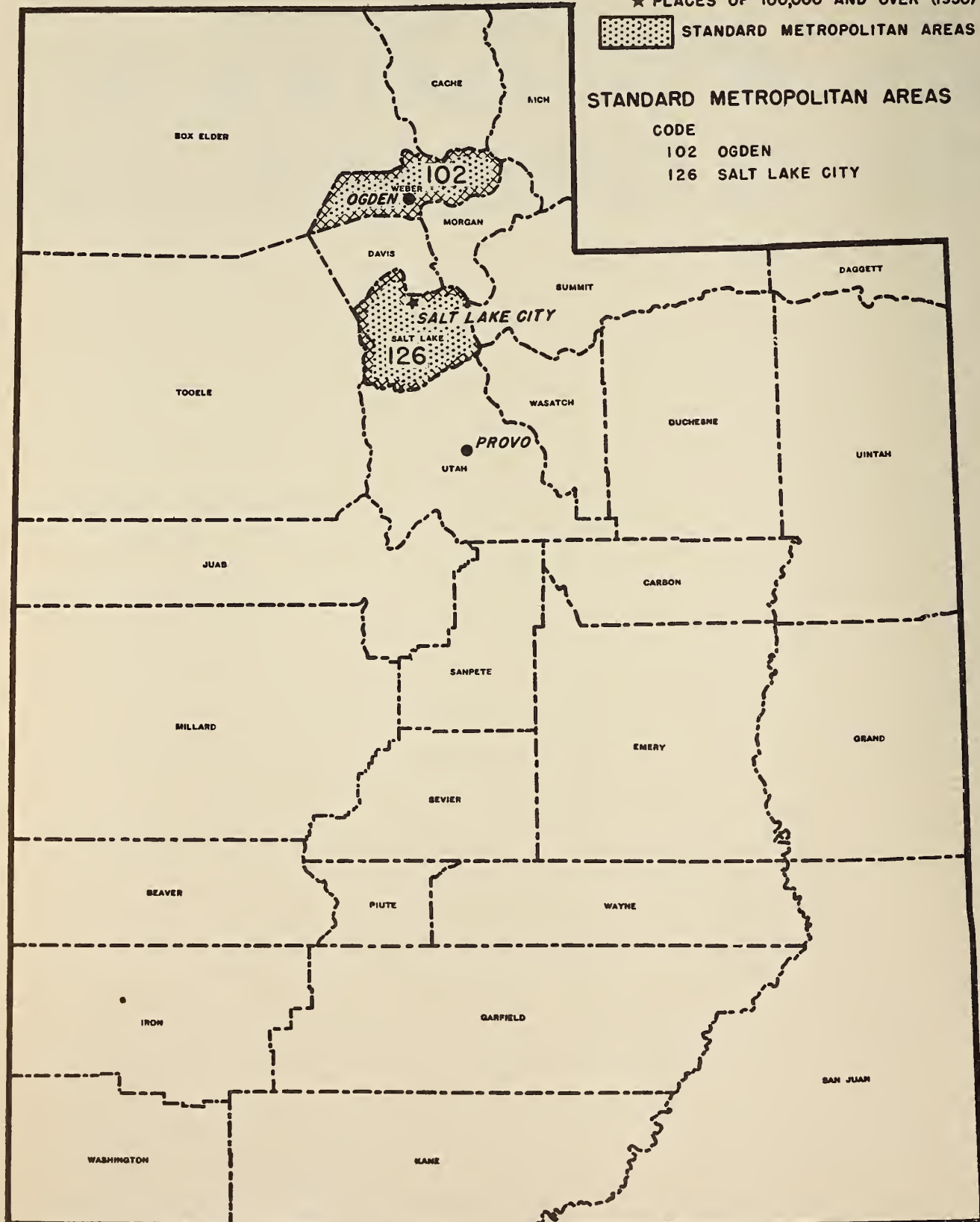
STANDARD METROPOLITAN AREAS

STANDARD METROPOLITAN AREAS

CODE

102 OGDEN

126 SALT LAKE CITY



U. S. DEPARTMENT OF COMMERCE

Field Offices

ALBUQUERQUE, N. MEX.
Rm. 321, Post Office Bldg.

ATLANTA 23, GA.
Room 340
Peachtree and Seventh St. Bldg.

BOSTON 9, MASS.
Room 1416
U. S. Post Office & Courthouse

BUFFALO 3, N. Y.
504 Federal Bldg.
117 Ellicott Street

CHARLESTON 4, S. C.
Area 2 Sergeant Jasper Bldg.
West End Broad Street

CHEYENNE, WYO.
307 Federal Office Bldg.

CHICAGO 6, ILL.
226 West Jackson Blvd.

CINCINNATI 2, OHIO
442 U. S. Post Office & Court-
house

CLEVELAND 14, OHIO
1100 Chester Avenue

DALLAS 22, TEX.
1114 Commerce Street

DENVER 2, COLO.
142 New Custom House

DETROIT 26, MICH.
438 Federal Bldg.

EL PASO, TEX.
Chamber of Commerce Bldg.

HOUSTON 2, TEX.
430 Lamar Avenue

JACKSONVILLE 1, FLA.
425 Federal Bldg.

KANSAS CITY 6, MO.
Federal Office Bldg.

LOS ANGELES 15, CALIF.
Room 450
Western Pacific Bldg.
1031 South Broadway

MEMPHIS 3, TENN.
212 Falls Bldg.
22 North Front St.

MIAMI 32, FLA.
316 U. S. Post Office Bldg.
300 NE. First Avenue

MINNEAPOLIS 1, MINN.
319 Metropolitan Bldg.
2d Avenue South & 3d Street

NEW ORLEANS 12, LA.
333 St. Charles Avenue

NEW YORK 17, N. Y.
4th Floor, 110 E. 45th St.

PHILADELPHIA 7, PA.
Jefferson Bldg.
1015 Chestnut Street

PHOENIX, ARIZ.
137 North Second Avenue

PITTSBURGH 22, PA.
817 Fulton Bldg.
107 Sixth St.

PORTLAND 4, OREG.
217 Old U. S. Courthouse

RENO, NEV.
1479 Wells Avenue

RICHMOND 19, VA.
1103 East Main Street

ST. LOUIS 1, MO.
910 New Federal Bldg.

SALT LAKE CITY 1, UTAH
Room 105
222 S. W. Temple St.

SAN FRANCISCO 11, CALIF
119 Customhouse
355 Battery St.

SAVANNAH, GA.
235 U. S. Courthouse & Post
Office Bldg.

SEATTLE 4, WASH.
809 Federal Office Bldg.
909 First Avenue

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Central Business District Bulletins <input type="checkbox"/> Census Volumes	Wholesale Trade <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes	Selected Service Trades <input type="checkbox"/> Area Bulletins <input type="checkbox"/> Subject Bulletins <input type="checkbox"/> Trade Bulletins <input type="checkbox"/> Census Volumes
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☐ Public Merchandise Warehouses
☐ 1954 Census of Business—Puerto Rico

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BUREAU OF THE CENSUS

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1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-45

VERMONT

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the “employer” universe, and those with no paid employment during 1954, i. e., the “non-employer” universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of “Employers”

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of “Non-Employers”

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “non-employer” segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees include employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
VERMONT

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total	With payroll	Total, all establishments	Establishments with payroll	Total	With payroll	Total, all establishments	Establishments with payroll
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(\$1,000)	(\$1,000)
Total.....	4,623	3,183	379,589	353,013	5,029	3,440	332,328	308,603
Food stores.....	971	583	91,739	81,473	1,315	778	83,807	72,446
Eating, drinking places.....	586	476	17,562	16,510	566	446	16,154	15,340
General merchandise group.....	321	217	33,432	30,886	282	208	29,814	28,264
Apparel, accessories stores.....	320	268	18,419	17,893	320	249	17,701	16,722
Furniture, home furnishings, appliance dealers.....	284	186	16,757	15,729	283	171	13,858	13,051
Automotive group.....	263	231	73,196	72,708	291	261	54,581	53,777
Gasoline service stations.....	534	352	24,626	20,470	663	377	17,638	13,838
Lumber, bldg. matls., hardware, farm equipment dealers..	297	217	25,971	24,507	320	257	25,746	25,012
Drug stores, proprietary stores.....	133	127	8,428	8,218	140	129	7,391	7,322
Other retail stores.....	744	482	64,973	61,497	830	550	64,325	61,537
Nonstore retailers.....	170	44	4,486	3,122	19	14	1,313	1,294

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Vermont, total.....	4,623	3,183	379,589	353,013	35,223	14,938	12,447	4,322	971	91,739	586	17,562
2	Addison County.....	219	153	15,069	13,887	1,155	503	407	209	46	3,847	18	626
3	Middlebury.....	58	48	5,033	4,973	417	174	138	48	11	1,337	5	177
4	Remainder of County.....	161	105	10,036	8,914	738	329	269	161	35	2,510	13	449
5	Bennington County.....	363	237	26,592	24,886	2,499	1,083	883	354	63	6,670	53	1,505
6	Bennington.....	163	109	15,028	14,208	1,458	621	507	163	29	4,018	22	700
7	Remainder of County.....	200	128	11,564	10,678	1,041	462	376	191	34	2,652	31	805
8	Caledonia County.....	323	219	23,387	21,425	2,418	948	803	297	61	5,276	35	1,087
9	St. Johnsbury.....	134	98	11,207	10,621	1,542	569	486	123	18	2,607	19	716
10	Remainder of County.....	189	121	12,180	10,804	876	379	317	174	43	2,669	16	371
11	Chittenden County.....	664	488	70,937	67,085	7,728	3,215	2,730	641	149	16,298	84	3,805
12	Burlington.....	397	319	54,571	52,721	6,607	2,707	2,316	364	85	10,707	44	2,878
13	Essex Junction.....	45	33	4,204	4,116	331	141	125	45	4	955	5	152
14	Winooski.....	68	38	3,257	2,741	208	96	76	66	26	1,434	8	213
15	Remainder of County.....	154	98	8,905	7,507	582	271	213	166	34	3,202	27	562
16	Essex County.....	75	41	3,181	2,399	172	90	80	70	20	1,490	9	200
17	Franklin County.....	338	266	26,678	25,538	2,203	1,042	844	307	78	8,053	42	790
18	St. Albans.....	149	129	14,334	14,016	1,401	631	500	137	26	3,784	18	442
19	Remainder of County.....	189	137	12,344	11,522	802	411	344	170	52	4,269	24	348
20	Grand Isle County.....	46	24	1,905	1,345	108	42	38	48	16	609	11	151
21	Lamoille County.....	131	87	11,050	10,094	834	309	254	122	35	2,057	18	427
22	Orange County.....	204	128	13,817	12,513	1,017	395	339	195	26	2,084	25	367
23	Orleans County.....	250	178	20,026	18,828	1,630	685	574	237	53	4,087	26	574
24	Newport.....	94	82	11,557	11,433	1,095	438	366	71	19	2,093	7	233
25	Remainder of County.....	156	96	8,469	7,395	535	247	208	166	34	1,994	19	341
26	Rutland County.....	568	398	48,776	45,828	4,675	2,009	1,678	529	125	11,826	77	2,227
27	Rutland.....	254	204	31,647	30,601	3,405	1,430	1,208	216	54	7,202	34	1,581
28	Remainder of County.....	314	194	17,129	15,227	1,270	579	470	313	71	4,624	43	646
29	Washington County.....	515	345	41,516	38,564	3,960	1,713	1,451	481	102	10,078	56	1,840
30	Barre.....	194	132	19,205	18,181	2,018	841	718	173	32	4,278	11	595
31	Montpelier.....	127	99	10,511	9,995	1,066	468	401	107	19	2,404	19	692
32	Waterbury.....	49	33	3,277	3,131	269	156	126	48	9	778	7	143
33	Remainder of County.....	145	81	8,523	7,267	607	248	206	153	42	2,618	19	410
34	Windham County.....	374	252	34,549	32,471	3,354	1,398	1,128	326	77	8,649	53	1,737
35	Bellows Falls.....	70	56	6,731	6,467	644	300	234	52	14	2,236	10	331
36	Remainder of County.....	304	196	27,818	26,004	2,710	1,098	894	274	63	6,413	43	1,406
37	Windsor County.....	553	367	42,106	38,150	3,470	1,506	1,238	506	120	10,715	79	2,226
38	Springfield.....	82	52	7,464	6,870	871	339	264	75	22	2,784	11	445
39	Windsor.....	70	46	6,070	5,344	438	215	177	63	21	1,743	11	361
40	Remainder of County.....	401	269	28,572	25,936	2,161	952	795	368	77	6,183	57	1,427

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
321	33,432	320	18,419	284	16,757	263	73,196	534	24,626	297	25,971	133	8,428	744	64,973	170	4,486	1	
22	1,164	9	500	10	237	18	2,757	29	1,338	24	1,393	6	403	29	2,710	8	94	2	
3	(D)	5	145	4	(D)	2	(D)	5	433	7	385	2	(D)	14	1,361	3	
19	(D)	4	355	6	(D)	16	(D)	24	905	17	1,008	4	(D)	15	1,349	8	94	4	
20	1,385	23	1,325	32	1,197	23	5,724	44	1,655	23	2,230	8	582	66	4,046	8	293	5	
6	642	14	739	17	740	14	3,641	13	552	8	710	3	310	35	(D)	2	(D)	6	
14	743	9	586	15	457	9	2,083	31	1,083	15	1,520	5	272	31	(D)	6	(D)	7	
26	1,610	25	1,349	14	1,484	19	4,729	45	1,767	21	1,522	11	606	50	3,649	16	314	8	
6	835	14	872	11	(D)	12	3,050	16	814	8	666	6	368	20	(D)	4	44	9	
20	775	11	477	3	(D)	7	1,679	29	953	13	856	5	232	30	(D)	12	270	10	
26	8,945	59	4,929	52	4,917	40	11,948	69	3,537	32	3,844	20	1,496	91	9,530	42	1,688	11	
15	8,451	49	4,611	33	4,426	27	10,547	31	1,916	19	2,559	13	1,270	60	5,738	21	1,468	12	
2	(D)	3	(D)	6	(D)	2	(D)	4	234	4	828	2	(D)	6	1,388	7	87	13	
1	(D)	4	158	7	160	2	(D)	6	293	2	(D)	4	93	4	463	4	82	14	
8	348	3	(D)	6	(D)	9	1,063	28	1,094	7	(D)	1	(D)	21	1,941	10	91	15	
11	282	1	(D)	4	(D)	3	141	8	326	3	(D)	2	(D)	12	405	2	(D)	16	
19	1,516	22	1,114	13	(D)	19	3,524	49	2,815	18	1,403	11	646	63	6,151	2	(D)	17	
6	764	13	702	12	562	6	2,420	16	1,323	10	888	6	447	36	3,002	18	
13	752	9	412	1	(D)	13	1,104	33	1,492	8	515	5	199	29	3,149	2	(D)	19	
8	414	1	(D)	2	(D)	6	302	2	(D)	20	
10	865	6	(D)	5	365	6	(D)	16	872	8	942	6	(D)	20	2,727	1	(D)	21	
33	1,531	9	323	11	424	8	2,845	28	933	18	1,898	5	406	33	2,911	8	95	22	
23	2,184	21	880	7	483	12	4,377	30	1,121	19	1,235	8	415	46	4,604	5	66	23	
7	1,380	17	733	2	(D)	7	3,127	4	284	5	762	4	235	20	2,488	2	(D)	24	
16	804	4	147	5	(D)	5	1,250	26	837	14	473	4	182	26	2,116	3	(D)	25	
29	4,965	32	2,654	43	1,965	30	9,743	67	2,965	30	2,561	18	1,069	100	8,302	17	499	26	
9	4,057	24	2,038	18	1,169	16	7,049	30	1,603	13	1,495	11	749	36	4,315	9	389	27	
20	908	8	616	25	796	14	2,694	37	1,362	17	1,066	7	320	64	3,987	8	110	28	
26	3,396	44	1,939	33	2,347	26	8,518	55	2,747	44	3,245	16	842	79	5,730	34	834	29	
11	2,196	27	1,159	16	1,454	15	4,109	19	885	13	1,537	8	465	31	2,300	11	227	30	
2	(D)	14	(D)	8	454	6	2,494	10	667	13	1,114	4	191	22	1,432	10	175	31	
3	311	3	(D)	1	(D)	5	330	4	(D)	2	(D)	8	626	7	(D)	32	
10	(D)	3	(D)	6	(D)	4	(D)	21	865	14	(D)	2	(D)	18	1,372	6	(D)	33	
31	2,893	25	1,472	23	1,078	26	6,904	38	1,853	22	2,380	8	850	58	6,460	13	273	34	
3	(D)	12	633	4	(D)	7	1,253	5	551	2	(D)	4	250	9	863	35	
28	(D)	13	839	19	(D)	19	5,649	33	1,302	20	(D)	4	606	49	5,597	13	273	36	
37	2,282	44	1,590	37	1,483	32	9,826	56	2,717	33	2,875	14	746	89	7,446	12	200	37	
2	(D)	8	260	8	752	3	882	6	453	5	483	3	(D)	11	668	3	44	38	
3	167	3	151	8	310	5	1,912	4	188	4	(D)	2	(D)	7	788	2	(D)	39	
32	(D)	33	1,179	21	421	24	7,032	46	2,076	24	(D)	9	371	71	5,990	7	(D)	40	

VERMONT (14 COUNTIES)



LEGEND

● PLACES OF 25,000 TO 100,000 (1950)

★ PLACES OF 100,000 AND OVER (1950) - *NONE*



STANDARD METROPOLITAN AREAS - *NONE*

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade	Wholesale Trade	Selected Service Trades
<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins	<input type="checkbox"/> Census Volumes	<input type="checkbox"/> Census Volumes
<input type="checkbox"/> Census Volumes		
	<input type="checkbox"/> Public Merchandise Warehouses	
	<input type="checkbox"/> 1954 Census of Business—Puerto Rico	

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

18426

1954 Census of Business

RETAIL TRADE

November 1955

Series: PR-1-46

VIRGINIA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.—RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

VIRGINIA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)
Total.....	30,958	20,446	3,113,483	2,916,369	32,090	19,409	2,207,300	2,048,381
Food stores.....	7,819	3,909	725,286	646,582	11,314	4,495	498,414	416,954
Eating, drinking places.....	4,383	3,575	179,189	168,255	4,901	3,468	133,758	121,923
General merchandise group.....	2,664	1,426	390,249	361,479	2,763	1,396	313,614	290,931
Apparel, accessories stores.....	1,818	1,648	179,754	176,404	1,639	1,442	152,757	149,427
Furniture, home furnishings, appliance dealers.....	1,560	1,268	147,721	143,461	1,378	1,077	113,365	109,498
Automotive group.....	1,683	1,479	574,659	566,573	1,522	1,388	359,390	355,715
Gasoline service stations.....	4,039	2,777	232,122	203,126	4,083	2,423	125,686	103,751
Lumber, bldg. matls., hardware, farm equipment dealers	1,321	1,097	195,758	191,226	1,101	959	160,586	157,045
Drug stores, proprietary stores.....	843	815	102,524	101,880	869	816	77,077	76,358
Other retail stores.....	3,622	2,216	344,473	325,827	2,467	1,896	263,364	257,517
Nonstore retailers.....	1,206	236	41,748	31,556	53	49	9,289	9,262

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total								Kind-of-business group			
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Virginia, total.....	30,958	20,446	3,113,483	2,916,369	326,498	143,266	120,043	30,524	7,819	725,286	4,383	179,189
2	Accomack County.....	468	242	26,301	21,979	1,608	783	609	495	161	7,525	31	698
3	Chincoteague.....	66	36	3,734	2,868	227	101	74	71	28	1,479	7	167
4	Remainder of County.....	402	206	22,567	19,111	1,381	682	535	424	133	6,046	24	531
5	Albemarle County.....	167	79	10,538	9,116	956	492	412	185	65	2,240	16	931
6	Alleghany County.....	75	35	2,608	2,024	280	132	113	71	34	717	10	216
7	Amelia County.....	58	28	3,345	2,763	171	97	81	61	10	246	1	(0)
8	Amherst County.....	148	64	7,164	5,504	422	233	189	150	60	2,757	21	543
9	Appomattox County.....	82	48	5,927	5,309	404	214	193	87	18	784	5	242
10	Arlington County.....	703	613	180,658	178,690	21,518	8,058	6,367	564	114	43,700	99	14,187
11	Augusta County.....	233	121	14,625	12,497	979	494	407	229	66	2,349	20	619
12	Bath County.....	72	38	3,865	3,155	214	105	96	70	9	371	10	193
13	Bedford County.....	228	130	16,067	13,899	1,249	646	507	254	73	4,397	25	600
14	Bedford.....	99	71	9,354	8,770	922	437	346	107	19	1,519	16	431
15	Remainder of County.....	129	59	6,713	5,129	327	209	161	147	54	2,878	9	169
16	Bland County.....	40	14	2,376	1,940	104	74	47	49	14	854	2	(0)
17	Botetourt County.....	163	75	6,932	5,330	416	197	176	185	61	1,904	19	459
18	Brunswick County.....	147	85	10,537	9,705	970	461	368	133	23	1,659	15	258
19	Buchanan County.....	284	108	13,562	10,422	973	420	374	317	94	3,084	20	432
20	Buckingham County.....	97	49	5,377	4,239	338	176	135	111	25	637	11	325
21	Campbell County.....	258	168	17,353	14,929	1,339	715	557	266	69	4,208	28	974
22	Altavista.....	69	55	6,772	6,278	650	326	234	69	14	1,584	8	266
23	Remainder of County.....	189	113	10,581	8,651	689	389	323	197	55	2,624	20	708
24	Caroline County.....	126	76	7,995	6,881	601	295	269	126	18	1,178	27	846
25	Carroll County.....	169	69	7,366	5,864	463	229	195	184	45	1,323	13	452
26	Charles City County.....	18	6	539	311	10	10	6	18	12	390	1	(0)
27	Charlotte County.....	97	51	5,246	4,056	312	168	147	106	15	526	8	343
28	Chesterfield County.....	218	132	11,502	10,158	963	475	398	238	56	2,572	42	1,371
29	Clarke County.....	78	52	7,411	6,847	480	232	193	92	24	3,501	13	294
30	Craig County.....	26	10	1,444	1,008	71	39	38	26	10	368	1	(0)
31	Culpeper County.....	173	105	14,142	13,192	1,306	626	522	177	32	2,860	26	630
32	Culpeper.....	121	79	12,443	11,933	1,195	564	472	124	19	2,302	18	503
33	Remainder of County.....	52	26	1,699	1,259	111	62	50	53	13	558	8	127
34	Cumberland County.....	46	18	1,962	1,554	122	88	69	49	12	674	5	221
35	Dickenson County.....	158	64	7,333	5,553	499	214	194	171	52	1,879	27	361
36	Dinwiddie County.....	106	50	6,415	5,481	673	397	339	117	22	812	10	404
37	Essex County.....	105	57	8,098	7,092	721	320	274	98	10	820	8	268
38	Fairfax County.....	493	339	54,458	51,304	5,061	1,916	1,553	516	104	15,963	81	3,710
39	Fauquier County.....	204	150	17,507	16,629	1,464	692	613	208	37	3,482	31	775
40	Floyd County.....	85	39	4,812	3,802	263	133	116	97	26	738	8	213
41	Fluvanna County.....	58	34	2,378	2,014	172	81	73	58	17	425	5	82
42	Franklin County.....	179	81	12,390	10,378	1,134	476	402	199	41	2,083	15	705
43	Frederick County.....	127	77	8,356	7,396	766	423	351	142	29	1,312	24	988
44	Giles County.....	188	124	13,440	12,178	1,146	481	438	193	53	3,256	24	569
45	Narrows.....	59	35	4,276	3,962	408	174	151	57	17	1,025	10	187
46	Remainder of County.....	129	85	9,164	8,216	738	307	287	136	36	2,231	14	382
47	Gloucester County.....	149	69	8,339	6,547	509	218	190	161	45	2,171	6	200
48	Goochland County.....	72	28	2,119	1,443	68	42	31	73	32	619	15	246
49	Grayson County.....	119	59	5,640	4,582	417	239	189	125	25	988	7	156
50	Greene County.....	37	13	1,994	1,356	45	27	21	42	8	233	2	(0)
51	Greensville County.....	178	122	12,815	11,997	1,203	588	507	169	44	2,843	25	851
52	Emporia.....	157	107	11,091	10,329	1,089	534	456	151	40	2,747	19	591
53	Remainder of County.....	21	15	1,724	1,668	114	54	51	18	4	96	6	260

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matts., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
2,664	390,249	1,818	179,754	1,560	147,721	1,683	574,659	4,039	232,122	1,321	195,758	843	102,524	3,622	344,473	1,206	41,748	1	
66	2,005	11	836	24	1,347	16	2,743	59	2,406	29	2,229	14	563	48	5,899	9	50	2	
5	182	3	141	3	(D)	1	(D)	7	354	4	(D)	2	(D)	6	(D)	3	
61	1,823	8	695	21	(D)	15	(D)	52	2,052	25	(D)	12	(D)	42	(D)	9	50	4	
21	2,139	3	(D)	4	89	3	2,099	28	1,201	6	641	1	(D)	14	887	6	44	5	
5	298	2	(D)	3	(D)	2	(D)	14	380	1	(D)	4	93	6	
16	612	5	129	4	539	12	515	2	(D)	1	(D)	5	987	2	(D)	7	
15	587	5	124	6	1,360	20	1,017	1	(D)	2	(D)	15	403	3	18	8	
10	362	2	(D)	2	(D)	21	826	5	795	1	(D)	14	443	4	116	9	
27	36,213	85	10,259	50	7,843	35	29,049	96	10,286	44	8,587	32	9,558	90	10,424	31	552	10	
16	433	8	869	9	232	6	2,163	48	1,898	15	519	3	94	35	5,385	7	64	11	
8	465	5	225	1	(D)	2	(D)	16	528	1	(D)	18	986	2	(D)	12	
31	1,714	8	387	10	350	13	3,603	26	1,380	14	1,310	2	(D)	19	(D)	7	120	13	
6	690	7	(D)	5	265	8	2,747	9	561	8	809	2	(D)	13	1,608	6	(D)	14	
25	1,024	1	(D)	5	85	5	856	17	819	6	501	6	(D)	1	(D)	15	
6	272	3	12	3	940	6	172	4	68	2	(D)	16	
19	946	1	(D)	5	167	15	1,223	23	1,115	4	310	2	(D)	10	600	4	20	17	
25	2,214	3	279	1	(D)	10	2,384	26	754	10	1,434	4	215	28	1,176	2	(D)	18	
54	2,516	8	423	14	1,004	16	3,017	26	1,126	6	279	5	450	30	1,052	11	179	19	
28	1,468	1	(D)	5	663	12	740	3	212	1	(D)	11	(D)	20	
26	2,174	8	421	15	1,058	16	3,552	42	1,558	18	1,559	4	323	26	1,263	6	263	21	
6	751	5	(D)	8	612	5	1,432	9	570	4	674	2	(D)	8	307	22	
20	1,423	3	(D)	7	446	11	2,120	33	988	14	885	2	(D)	18	956	6	263	23	
30	1,381	3	85	1	(D)	7	1,441	20	2,308	6	327	2	(D)	12	212	24	
48	1,674	4	269	3	380	9	1,589	13	356	4	642	1	(D)	19	(D)	10	74	25	
5	(D)	26	
33	1,213	2	(D)	7	1,534	19	827	2	(D)	2	(D)	9	443	27	
22	1,027	1	(D)	9	533	11	2,129	38	1,968	8	795	3	(D)	11	653	17	310	28	
5	516	2	(D)	1	(D)	2	(D)	14	658	6	789	4	245	7	824	29	
4	308	1	(D)	3	322	6	124	...	(D)	1	(D)	30	
17	1,175	10	564	10	587	10	1,910	19	859	8	1,324	5	445	23	3,586	13	202	31	
5	(D)	8	(D)	9	(D)	10	1,910	11	634	7	(D)	5	445	20	3,369	9	152	32	
12	(D)	2	(D)	1	(D)	8	225	1	(D)	3	217	4	50	33	
12	627	1	(D)	1	(D)	3	206	1	(D)	11	113	34	
29	1,527	4	115	5	366	7	1,765	10	411	7	301	1	(D)	16	(D)	35	
28	3,322	4	(D)	1	(D)	22	738	3	497	1	(D)	13	229	2	(D)	36	
21	865	5	139	2	(D)	16	2,174	24	773	7	2,189	1	(D)	9	(D)	2	(D)	37	
24	1,482	17	1,159	16	712	22	10,224	91	7,375	36	5,971	16	2,613	54	3,947	32	1,302	38	
29	1,510	9	479	9	433	15	2,785	26	1,474	17	2,735	6	450	19	3,332	6	52	39	
14	817	1	(D)	3	172	5	1,774	10	302	5	232	2	(D)	7	283	4	152	40	
18	941	1	(D)	3	(D)	8	261	1	(D)	2	(D)	3	46	...	(D)	41	
32	2,487	3	373	5	90	8	2,273	19	971	9	909	4	268	40	(D)	3	(D)	42	
6	824	4	(D)	1	(D)	14	1,130	31	2,012	5	998	2	(D)	9	554	2	(D)	43	
22	1,329	9	245	10	547	11	3,669	20	1,008	9	1,285	9	538	17	885	4	109	44	
5	429	1	(D)	3	166	2	(D)	6	219	3	294	5	252	4	(D)	3	(D)	45	
17	900	8	(D)	7	381	9	(D)	14	789	6	991	4	286	13	(D)	1	(D)	46	
30	1,489	3	130	5	378	10	1,689	26	875	3	632	3	(D)	16	561	2	(D)	47	
9	450	1	(D)	4	417	8	184	1	(D)	2	(D)	48	
33	1,479	8	527	3	329	8	789	17	691	4	232	3	176	11	273	49	
13	470	2	(D)	7	179	5	236	50	
22	1,076	9	759	7	430	8	2,443	24	1,724	5	848	8	365	25	(D)	1	(D)	51	
18	953	9	759	7	430	8	2,443	20	(D)	5	848	8	365	22	829	1	(D)	52	
4	123	4	(D)	3	(D)	53	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Halifax County.....	361	179	22,310	18,780	2,058	1,027	806	356	66	4,187	22	512
2	South Boston.....	146	96	13,981	13,059	1,513	774	595	135	27	2,708	11	201
3	Remainder of County.....	215	83	8,329	5,721	545	253	211	221	39	1,479	11	311
4	Hanover County.....	211	111	13,675	11,239	863	449	367	226	54	2,858	22	604
5	Ashland.....	55	43	6,418	5,754	438	205	174	59	10	1,104	8	174
6	Remainder of County.....	156	68	7,257	5,485	425	244	193	167	44	1,754	14	430
7	Henrico County.....	251	191	22,647	21,811	2,149	960	769	261	70	8,378	39	1,879
8	Henry County.....	269	119	15,711	12,973	1,157	501	428	304	106	4,722	31	884
9	Highland County.....	36	16	1,306	1,022	71	39	36	33	8	104	5	(0)
10	Isle of Wight County.....	144	78	9,504	8,192	627	288	240	148	36	2,000	12	280
11	James City County.....	43	33	1,980	1,812	144	86	70	39	8	590	10	257
12	King and Queen County.....	56	12	2,143	1,385	147	43	37	65	10	291
13	King George County.....	47	31	3,102	2,834	222	122	95	50	11	906	6	232
14	King William County.....	107	61	8,053	6,755	699	293	261	95	26	2,055	9	163
15	Lancaster County.....	136	72	9,645	7,647	625	291	240	126	43	2,342	6	130
16	Lee County.....	234	114	10,031	8,077	603	359	285	234	61	2,133	36	531
17	Loudoun County.....	220	148	21,375	19,759	1,655	666	590	220	42	4,595	22	611
18	Louisa County.....	120	62	7,890	6,864	559	254	210	126	28	1,450	5	169
19	Lunenburg County.....	128	72	7,562	6,710	636	315	255	134	34	1,583	10	178
20	Madison County.....	52	24	2,613	1,919	133	57	51	56	7	399	3	58
21	Mathews County.....	88	38	4,446	3,672	302	150	139	103	6	857	8	144
22	Mecklenburg County.....	390	226	26,871	23,969	2,393	1,226	995	388	70	4,520	30	1,079
23	Chase City.....	107	63	8,607	7,579	831	393	310	119	26	1,644	7	128
24	Remainder of County.....	283	163	18,264	16,390	1,562	833	685	269	44	2,876	23	951
25	Middlesex County.....	105	45	5,226	4,272	349	159	136	97	18	1,535	8	169
26	Montgomery County.....	270	180	21,645	19,713	1,779	776	652	288	76	5,808	38	1,354
27	Blacksburg.....	52	42	4,499	4,311	448	198	168	45	12	1,531	7	281
28	Christiansburg.....	94	62	9,459	8,825	829	332	282	101	24	2,479	13	355
29	Remainder of County.....	124	76	7,687	6,577	502	246	202	142	40	1,798	18	718
30	Nansemond County.....	127	75	6,436	5,640	477	263	212	144	52	1,819	16	469
31	Nelson County.....	122	52	4,360	3,004	224	134	104	128	52	1,607	11	202
32	New Kent County.....	37	23	2,328	2,014	209	79	71	35	7	475	6	199
33	Norfolk County.....	235	155	23,325	21,639	2,324	955	828	231	76	9,240	39	1,626
34	Northampton County.....	243	139	14,362	12,490	1,150	542	435	246	68	4,978	23	549
35	Northumberland County.....	93	45	4,868	4,374	295	143	108	93	26	1,051	3	91
36	Notoway County.....	207	141	14,346	13,258	1,391	607	493	207	39	2,981	33	941
37	Blackstone.....	95	71	6,597	6,273	727	299	231	105	18	1,571	14	364
38	Remainder of County.....	112	70	7,749	6,985	664	308	262	122	21	1,410	19	577
39	Orange County.....	148	102	11,956	11,106	1,057	482	405	151	25	2,625	13	371
40	Orange.....	78	62	8,565	8,365	826	370	299	73	13	2,129	8	(0)
41	Remainder of County.....	70	40	3,391	2,741	231	112	106	78	12	496	5	(0)
42	Page County.....	151	103	8,820	8,118	720	413	302	151	33	2,197	21	686
43	Luray.....	78	50	5,318	4,944	449	246	177	84	17	1,354	10	406
44	Remainder of County.....	73	53	3,502	3,174	271	167	125	67	16	843	11	280
45	Patrick County.....	133	33	5,746	4,002	328	165	139	150	38	1,067	9	206
46	Pittsylvania County.....	374	168	18,359	13,825	1,266	634	533	415	112	3,590	23	596
47	Powhatan County.....	58	20	3,165	2,353	195	74	67	58	13	396	2	(0)
48	Prince Edward County.....	140	114	15,299	14,943	1,547	786	613	124	29	2,321	15	456
49	Farmville.....	92	82	13,288	13,186	1,417	703	552	76	19	1,945	10	271
50	Remainder of County.....	48	32	2,011	1,757	130	83	61	48	10	376	5	185
51	Prince George County.....	127	39	4,491	2,303	294	168	126	149	37	1,472	19	593
52	Prince William County.....	229	157	24,223	22,277	2,165	863	766	232	52	5,655	39	1,465
53	Princess Anne County.....	266	186	21,464	19,938	2,282	1,018	868	281	75	6,888	66	3,490
54	Pulaski County.....	318	190	20,441	18,111	1,964	939	821	326	104	5,330	51	1,174
55	Pulaski.....	201	127	15,701	14,305	1,590	716	617	199	60	4,214	30	752
56	Remainder of County.....	117	63	4,740	3,806	374	223	204	127	44	1,116	21	422
57	Rappahannock County.....	38	24	2,229	2,061	127	62	52	44	9	695	5	144

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group — Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
77	2,505	19	1,509	25	1,706	18	5,621	55	1,907	14	1,390	9	693	48	2,212	8	68	1	
11	707	17	(D)	15	1,389	12	4,106	15	590	7	833	5	499	24	1,535	2	(D)	2	
66	1,798	2	(D)	10	317	6	1,515	40	1,317	7	557	4	194	24	677	6	(D)	3	
31	1,503	1	(D)	4	234	15	3,672	37	1,922	7	1,029	4	354	19	1,244	17	(D)	4	
5	442	1	(D)	2	(D)	7	2,597	3	163	4	(D)	3	(D)	10	975	2	(D)	5	
26	1,061	2	(D)	8	1,075	34	1,759	3	(D)	1	(D)	9	269	15	174	6	
15	598	3	(D)	16	1,011	11	3,569	53	3,200	14	1,495	9	1,436	8	(D)	13	214	7	
16	754	6	252	18	801	14	2,455	34	1,558	12	(D)	3	210	15	(D)	14	274	8	
9	275	1	(D)	3	200	9	428	1	(D)	9	
21	765	3	(D)	3	166	8	2,168	27	1,059	10	1,209	2	(D)	19	1,449	3	24	10	
6	196	2	(D)	2	(D)	6	366	9	300	11	
13	405	3	270	10	185	5	841	13	(D)	2	(D)	12	
7	542	2	(D)	4	759	12	584	2	(D)	1	(D)	2	(D)	13	
14	788	2	(D)	7	299	10	1,921	16	735	4	974	2	(D)	13	712	4	58	14	
15	473	7	625	8	443	12	3,328	14	522	8	444	3	234	11	1,052	9	52	15	
44	2,024	10	446	4	65	8	1,627	26	1,193	16	1,123	4	247	21	602	4	40	16	
26	1,676	7	409	13	526	14	5,123	27	1,624	17	3,050	6	415	40	3,244	6	102	17	
27	954	5	256	6	1,772	16	449	8	433	4	236	19	(D)	2	(D)	18	
24	967	6	428	7	427	8	1,098	16	613	5	446	4	254	14	1,568	19	
16	503	4	539	6	319	3	61	1	(D)	8	(D)	4	24	20	
22	649	2	(D)	7	296	7	1,201	7	282	3	(D)	2	(D)	20	612	4	24	21	
58	2,952	19	1,126	22	982	23	6,970	77	3,874	22	2,200	11	675	46	2,267	12	226	22	
11	1,214	4	235	8	347	8	2,112	10	385	9	1,416	3	283	15	665	6	178	23	
47	1,738	15	891	14	635	15	4,858	67	3,489	13	784	8	392	31	1,602	6	48	24	
25	822	3	203	4	778	21	375	5	354	2	(D)	15	(D)	4	28	25	
25	1,396	12	615	15	873	14	4,314	32	1,903	15	1,960	9	697	28	2,677	6	48	26	
7	419	5	97	4	304	3	707	4	334	3	397	3	249	4	180	27	
1	(D)	6	(D)	8	444	2	(D)	12	397	6	1,264	6	448	14	1,998	2	(D)	28	
17	(D)	1	(D)	3	125	9	(D)	16	1,172	6	299	10	499	4	(D)	29	
8	473	5	260	5	314	2	(D)	17	1,227	8	1,096	1	(D)	11	262	2	(D)	30	
25	1,251	3	108	4	523	8	340	1	(D)	18	(D)	31	
12	377	2	(D)	5	253	2	(D)	3	10	32	
14	671	5	190	8	(D)	10	3,423	38	2,610	12	2,254	4	854	14	(D)	15	745	33	
27	1,482	13	766	10	298	15	1,991	39	1,392	9	455	6	489	29	1,938	4	24	34	
18	814	2	(D)	2	(D)	8	(D)	11	482	1	(D)	3	128	9	945	10	96	35	
21	1,175	11	786	15	613	19	2,997	27	981	12	837	6	558	21	2,439	3	38	36	
8	513	6	504	10	476	9	1,325	14	582	6	360	3	281	7	(D)	...	(D)	37	
13	662	5	282	5	137	10	1,672	13	399	6	477	3	277	14	(D)	3	(D)	38	
23	1,479	2	(D)	10	503	13	2,513	30	946	10	1,354	6	408	14	1,660	2	(D)	39	
7	796	2	(D)	6	430	8	1,747	14	509	9	(D)	3	376	6	968	2	(D)	40	
16	683	4	73	5	766	16	437	1	(D)	3	32	8	692	41	
14	952	12	366	6	536	6	(D)	19	751	7	599	4	263	28	1,391	1	(D)	42	
5	529	8	111	3	355	4	692	9	350	4	354	2	(D)	15	936	1	(D)	43	
9	423	4	255	3	181	2	(D)	10	401	3	245	2	(D)	13	455	44	
31	1,164	1	(D)	7	174	7	1,638	17	535	5	477	2	(D)	16	228	45	
67	3,450	5	416	8	271	17	3,186	87	3,420	16	2,055	5	359	24	768	12	248	46	
18	508	1	(D)	1	(D)	5	1,464	16	402	1	(D)	1	(D)	47	
20	2,756	5	791	5	471	12	2,893	21	797	15	1,954	3	471	10	2,164	5	225	48	
8	1,969	5	791	4	(D)	11	(D)	10	529	11	(D)	3	471	8	(D)	3	(D)	49	
12	787	1	(D)	1	(D)	11	268	4	(D)	2	(D)	2	(D)	50	
5	360	4	58	5	646	...	(D)	18	762	4	48	17	(D)	18	202	51	
13	722	10	1,167	14	916	13	4,031	35	3,640	12	2,390	10	1,141	24	2,896	7	200	52	
16	999	6	420	6	293	16	2,512	43	2,203	14	3,159	4	450	15	1,012	5	38	53	
16	1,605	20	(D)	23	857	13	(D)	46	2,132	12	1,318	7	617	18	1,175	8	(D)	54	
10	1,332	19	1,071	17	741	12	4,306	19	737	8	953	4	519	15	1,032	7	44	55	
6	273	1	(D)	6	116	1	1,395	27	1,395	4	365	3	98	3	143	1	(D)	56	
7	348	3	(D)	2	(D)	6	173	4	(D)	2	(D)	57	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab-lish-ments (Number)	Sales (\$1,000)	Estab-lish-ments (Number)	Sales (\$1,000)
1	Richmond County.....	123	63	12,945	11,441	1,044	419	385	122	16	1,137	12	406
2	Roanoke County.....	283	199	23,505	22,029	2,232	1,074	923	295	61	6,299	50	2,252
3	Salem.....	142	94	13,166	12,376	1,276	599	505	147	29	4,069	22	694
4	Vinton.....	46	26	2,942	2,550	245	120	103	47	12	906	3	(D)
5	Remainder of County.....	95	79	7,397	7,103	711	355	315	101	20	1,324	25	(D)
6	Rockbridge County.....	194	132	14,522	13,194	1,324	753	615	180	44	3,456	22	1,233
7	Lexington.....	98	76	9,041	8,489	946	556	447	95	16	1,526	16	851
8	Remainder of County.....	96	56	5,481	4,705	378	197	168	85	28	1,930	6	385
9	Rockingham County.....	277	171	31,028	29,032	1,694	755	702	278	78	2,860	34	1,239
10	Russell County.....	150	60	7,506	6,182	598	259	207	154	49	2,307	5	69
11	Scott County.....	209	79	11,000	8,588	592	317	282	237	72	2,869	23	537
12	Shenandoah County.....	295	181	17,785	15,485	1,323	659	579	305	71	2,867	31	746
13	Smyth County.....	286	162	20,401	18,181	1,852	947	818	299	62	4,092	25	961
14	Marion.....	145	93	12,307	11,429	1,262	637	542	156	28	2,397	16	513
15	Saltville (part) ¹	44	30	3,630	3,360	311	169	148	44	6	616	4	172
16	Remainder of County.....	97	39	4,464	3,392	279	141	128	99	28	1,079	5	276
17	Southampton County.....	237	153	18,519	17,005	1,448	759	564	258	64	4,362	20	564
18	Franklin.....	103	75	11,698	11,140	1,022	509	365	105	28	2,750	9	216
19	Remainder of County.....	134	78	6,821	5,865	426	250	199	153	36	1,612	11	348
20	Spotsylvania County.....	67	23	2,682	1,706	145	68	56	68	13	475	8	186
21	Stafford County.....	102	44	3,867	2,661	222	152	136	111	30	1,423	23	658
22	Surry County.....	48	22	1,902	1,514	172	69	58	46	20	524	1	(D)
23	Sussex County.....	140	82	8,592	7,656	781	354	297	143	25	1,632	13	422
24	Tazewell County.....	354	212	26,162	23,706	2,356	1,100	928	350	106	8,031	47	1,139
25	Bluefield.....	65	33	3,778	3,240	417	177	156	58	19	1,573	10	168
26	Richlands.....	69	49	6,618	6,350	565	291	220	66	12	1,227	7	158
27	Remainder of County.....	222	130	15,766	14,116	1,374	632	552	226	75	5,231	30	813
28	Warren County.....	175	133	14,279	13,537	1,401	668	568	160	33	3,443	29	962
29	Front Royal.....	152	126	13,827	13,323	1,378	660	560	136	22	3,238	27	(D)
30	Remainder of County.....	23	7	452	214	23	8	8	24	11	205	2	(D)
31	Washington County.....	297	149	18,607	16,449	1,395	692	600	296	84	4,485	30	1,257
32	Abingdon.....	138	74	10,794	9,906	882	428	373	131	44	1,834	8	732
33	Saltville (part) ¹	2	2	(D)	(D)	(D)	(D)	(D)	(D)
34	Remainder of County.....	157	73	(D)	(D)	(D)	(D)	(D)	(D)	40	2,651	22	525
35	Westmoreland County.....	138	74	9,166	8,292	762	316	278	136	35	1,877	17	502
36	Wise County.....	392	244	23,400	20,922	1,991	968	833	392	122	6,279	45	1,177
37	Appelachia.....	78	54	4,449	4,121	427	212	176	74	11	1,001	10	160
38	Big Stone Gap.....	83	53	5,454	5,028	472	278	242	86	20	1,436	16	585
39	Remainder of County.....	231	137	13,497	11,773	1,092	478	415	232	91	3,842	19	432
40	Wythe County.....	229	135	17,175	15,545	1,431	715	589	239	52	3,426	25	926
41	Wytheville.....	132	88	13,196	12,424	1,218	590	486	131	21	2,417	19	737
42	Remainder of County.....	97	47	3,979	3,121	213	125	103	108	31	1,009	6	189
43	York County.....	111	49	7,855	6,533	650	247	206	119	26	1,515	7	557
INDEPENDENT CITIES													
44	Alexandria.....	581	469	119,456	117,152	12,956	4,657	3,872	505	138	38,845	102	5,924
45	Bristol.....	257	175	21,813	20,535	2,532	1,224	1,009	230	76	5,232	29	1,135
46	Buene Viste.....	67	39	4,891	4,349	340	187	149	74	15	1,318	11	370
47	Charlottesville.....	326	264	47,082	46,008	5,808	2,438	2,140	265	63	12,347	59	2,795
48	Clifton Forge.....	73	63	6,942	6,860	679	379	313	57	15	2,449	10	367
49	Colonial Heights.....	69	47	7,213	6,883	658	307	260	74	18	2,956	12	548
50	Covington.....	141	103	15,213	14,707	1,693	753	645	112	31	4,376	19	377
51	Danville.....	627	437	63,499	60,421	7,725	3,656	2,934	618	194	14,911	90	4,278
52	Falls Church.....	170	116	30,064	28,994	2,867	1,054	795	162	29	13,629	11	648
53	Fredericksburg.....	267	195	38,018	35,504	3,974	1,476	1,262	249	51	7,395	50	1,498
54	Hampton.....	477	353	52,075	49,489	4,995	2,306	1,837	480	110	16,419	107	3,622
55	Harrisonburg.....	200	156	29,397	28,399	3,028	1,359	1,220	167	35	3,039	21	868
56	Hopewell.....	146	116	17,609	17,063	1,680	676	540	146	39	5,053	20	667
57	Lynchburg.....	537	413	68,730	66,566	8,578	3,939	3,171	467	123	14,188	85	3,539
58	Martinsville.....	238	174	28,135	26,966	3,054	1,354	1,078	233	59	6,428	33	885
59	Newport News.....	614	518	88,264	86,760	10,387	4,613	3,839	567	140	16,117	142	4,711
60	Norfolk.....	2,335	1,889	324,537	316,695	41,061	17,560	15,179	2,227	545	69,888	458	24,082
61	Petersburg.....	473	361	54,759	53,035	6,057	2,572	2,136	425	136	13,053	81	2,584
62	Portsmouth.....	802	640	96,980	94,418	10,937	5,141	4,242	782	242	23,344	136	6,790
63	Radford.....	108	86	10,956	10,406	1,120	500	432	98	26	2,150	10	290
64	Richmond.....	2,641	2,025	387,285	375,907	49,999	21,400	18,245	2,515	678	80,440	460	21,902
65	Roanoke.....	1,043	769	130,547	125,733	16,334	7,056	6,104	938	255	26,038	175	6,595
66	South Norfolk.....	135	95	17,237	16,803	1,541	592	482	130	54	4,728	24	736
67	Staunton.....	251	197	28,350	27,262	3,174	1,413	1,213	210	51	5,694	31	1,037
68	Suffolk.....	293	189	27,428	25,590	3,018	1,372	1,040	287	103	6,275	27	824
69	Virginia Beach.....	168	144	18,667	18,333	1,892	685	601	164	13	5,287	58	2,187
70	Warwick.....	284	198	24,220	22,936	2,134	1,018	777	273	68	9,717	53	1,745
71	Waynesboro.....	167	117	19,440	17,920	1,731	786	658	146	29	3,918	21	864
72	Williamsburg.....	98	76	13,935	13,505	1,592	769	629	92	16	3,504	21	1,750
73	Winchester.....	332	224	36,484	34,528	3,825	1,708	1,466	323	64	5,174	62	1,884
74	Galax.....	108	72	11,385	10,331	1,315	570	484	109	30	2,498	13	444
75	Norton.....	75	59	7,085	6,631	805	361	303	62	18	1,549	12	358

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

¹ Saltville is in Smyth and Washington counties.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
21	1,152	3	231	8	498	7	4,991	19	512	9	791	2	(D)	18	(D)	8	74	1	
20	905	11	531	20	773	15	5,267	50	3,232	11	1,499	6	631	27	1,756	12	360	2	
3	107	9	(D)	14	628	11	(D)	21	1,306	5	632	4	(D)	16	813	8	292	3	
4	97	2	(D)	5	(D)	9	487	2	(D)	2	(D)	5	(D)	2	(D)	4	
13	701	1	(D)	4	(D)	20	1,439	4	(D)	6	(D)	2	(D)	5	
19	2,026	10	687	12	420	8	2,099	26	1,192	10	958	5	531	34	1,887	4	30	6	
7	1,321	9	(D)	6	378	6	(D)	9	536	3	233	4	(D)	18	1,353	4	30	7	
12	705	1	(D)	6	42	2	(D)	17	656	7	725	1	(D)	16	534	8	
16	1,059	4	180	7	400	21	3,974	42	1,745	18	1,943	4	243	43	17,265	10	120	9	
22	560	3	165	4	390	7	1,764	19	646	6	354	4	204	31	1,047	10	
35	1,604	4	237	7	581	5	(D)	19	1,200	12	693	2	(D)	28	2,245	2	(D)	11	
41	1,577	4	163	16	586	21	2,963	28	1,829	13	1,754	10	597	42	4,017	18	686	12	
28	2,684	19	1,021	18	1,357	25	4,091	38	1,536	16	2,388	6	647	38	1,528	11	96	13	
8	901	11	750	12	1,027	14	3,132	15	871	10	1,422	3	441	22	817	6	36	14	
8	1,440	5	187	4	(D)	5	553	7	167	1	(D)	2	(D)	2	(D)	15	
12	343	3	84	2	(D)	6	406	16	498	5	(D)	1	(D)	14	(D)	5	60	16	
33	2,539	8	470	8	612	16	3,664	35	2,101	18	1,686	6	493	21	1,938	8	90	17	
8	1,284	7	(D)	5	471	11	2,942	12	1,014	6	675	3	345	12	1,606	2	(D)	18	
25	1,255	1	(D)	3	141	5	722	23	1,087	12	1,011	3	148	9	332	6	(D)	19	
29	802	8	500	2	(D)	7	(D)	20	
10	325	1	(D)	21	932	3	165	11	(D)	3	155	21	
8	406	3	423	6	109	2	(D)	2	(D)	4	22	2	(D)	22	
23	1,034	4	(D)	5	172	10	1,615	26	1,006	11	1,317	2	(D)	19	954	2	(D)	23	
38	3,345	20	922	15	969	26	4,895	40	1,866	12	1,475	8	844	38	2,652	4	24	24	
2	(D)	3	125	5	(D)	1	(D)	7	315	4	(D)	2	(D)	8	325	2	(D)	25	
5	293	10	418	4	(D)	8	2,330	4	321	4	732	2	(D)	11	661	2	(D)	26	
31	(D)	7	379	6	296	17	(D)	29	1,230	4	(D)	4	274	19	1,666	27	
11	1,229	13	843	8	611	14	2,761	24	1,070	9	878	5	456	26	1,957	3	69	28	
9	(D)	13	843	8	611	13	(D)	22	(D)	7	(D)	5	456	23	1,899	3	69	29	
2	(D)	1	(D)	2	(D)	2	(D)	3	58	30	
32	1,043	11	442	14	376	20	3,093	45	2,356	16	2,027	6	(D)	37	3,031	2	(D)	31	
7	449	6	298	10	216	13	2,035	16	844	7	1,180	4	389	23	2,817	32	
...	1	(D)	1	(D)	33	
25	594	5	144	3	(D)	6	(D)	29	1,512	9	847	14	214	34	
31	1,569	1	(D)	1	(D)	9	1,961	7	142	14	1,747	4	251	17	998	2	(D)	35	
42	3,035	33	1,458	21	1,548	23	4,558	34	1,851	15	804	12	579	37	2,051	8	60	36	
5	156	16	550	4	249	7	1,283	5	386	2	(D)	3	(D)	13	429	2	(D)	37	
7	268	6	240	7	261	6	1,229	7	413	2	(D)	3	(D)	7	686	2	(D)	38	
30	2,611	11	668	10	1,038	10	2,046	22	1,052	11	608	6	244	17	936	4	20	39	
23	2,311	9	316	6	440	12	3,437	44	1,745	11	1,334	5	392	34	2,753	8	95	40	
5	1,396	8	(D)	5	(D)	10	(D)	21	1,043	8	(D)	3	(D)	26	2,209	6	(D)	41	
18	915	1	(D)	1	(D)	2	(D)	23	702	3	(D)	2	(D)	8	544	2	(D)	42	
15	605	2	(D)	5	86	7	1,713	17	810	6	(D)	2	(D)	16	664	8	100	43	
19	9,390	54	6,228	29	3,873	27	28,038	61	6,898	26	6,881	24	5,080	68	6,881	33	1,418	44	
6	1,736	19	1,685	18	2,056	16	3,659	35	2,181	7	1,395	3	532	31	1,951	17	251	45	
5	305	4	103	1	(D)	4	1,422	8	550	3	(D)	2	(D)	14	415	46	
10	3,719	35	3,801	20	2,180	23	7,941	39	2,629	7	3,528	9	1,520	56	6,143	5	479	47	
3	567	6	292	4	256	6	1,274	9	521	3	196	4	284	12	(D)	1	(D)	48	
1	(D)	2	(D)	4	(D)	1	(D)	16	1,503	1	(D)	1	(D)	11	1,410	2	(D)	49	
8	2,008	8	626	11	685	9	3,278	23	1,197	5	830	7	518	16	1,296	4	22	50	
15	8,189	40	4,205	41	2,638	39	11,647	84	4,405	24	5,110	16	1,773	53	5,659	31	684	51	
7	984	23	1,559	8	718	8	4,974	20	2,480	8	1,091	6	1,463	25	2,174	25	344	52	
14	3,552	27	1,791	13	2,363	21	9,692	33	2,079	17	3,951	5	1,219	31	4,406	5	72	53	
14	2,625	36	2,351	26	2,288	27	12,237	54	3,649	17	2,845	16	1,489	56	4,248	14	302	54	
6	3,057	16	1,737	12	1,693	23	5,563	21	1,556	10	2,340	7	839	40	8,427	9	278	55	
4	848	18	1,074	7	998	9	3,776	15	1,029	7	1,573	2	(D)	20	(D)	5	190	56	
17	9,997	43	4,933	40	5,305	34	11,046	61	3,839	26	4,767	15	2,856	64	7,038	29	1,222	57	
11	4,425	22	1,722	14	1,553	16	6,697	32	1,737	7	851	7	828	27	2,884	10	125	58	
22	13,397	68	8,407	47	8,776	26	17,116	51	3,928	17	4,492	25	2,496	59	8,413	17	411	59	
65	44,167	245	35,233	157	22,936	94	52,964	217	15,768	79	9,761	87	10,951	304	32,475	84	6,312	60	
13	3,631	55	4,849	21	2,576	24	11,562	40	3,195	17	3,300	13	2,147	62	6,621	11	1,241	61	
28	11,982	70	9,035	51	6,983	36	16,996	59	4,963	18	3,628	24	2,820	108	10,186	30	253	62	
5	1,205	9	421	6	823	8	3,651	16	799	5	617	5	484	15	(D)	3	(D)	63	
69	78,172	199	24,990	143	17,345	93	55,156	302	20,851	82	16,972	95	12,621	324	47,274	196	11,562	64	
25	15,929	92	13,358	59	8,254	65	21,644	105	6,690	31	5,626	37	4,751	114	16,644	85	5,018	65	
4	449	1	(D)	6	122	5	(D)	17	1,077	5	957	5	588	7	(D)	7	53	66	
9	3,338	22	1,656	19	1,463	21	6,863	48	2,301	9	2,060	6	986	24	2,738	11	214	67	
10	3,348	27	3,233	14	1,860	19	4,909	38	1,779	8	1,175	8	974	29	2,920	10	131	68	
8	979	12	773	5	612	10	4,142	13	1,070	2	(D)	7	801	31	(D)	9	356	69	
14	991	9	403	10	1,219	15	3,284	42	3,069	11	301	7	1,009	41	2,238	14	244	70	
4	1,274	11	551	16	865	17	6,509	29	1,464	11	1,462	5	529	18	1,730	6	274	71	
5	(D)	6	351	10	290	5	2,800	12	894	6	715	4	(D)	13	1,369	...	(D)	72	
15	3,379	30	2,577	20	1,071	23	7,376	37	2,464	16	5,238	8	897	41	6,047	16	377	73	
3	663	6	504	6	973	15	3,303	11	349	7	1,240	1	(D)	14	1,090	2	(D)	74	
3	403	5	635	7	438	5	2,202	9	498	2	(D)	3	216	11	(D)				

20 SCALE 0 20 MILES

April 1, 1948

April 1948

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

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1954 Census of Business RETAIL TRADE

November 1955

Series: PR-1-47

WASHINGTON

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
WASHINGTON

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	26,738	17,800	2,849,494	2,662,366	25,668	17,102	2,205,119	2,034,719
Food stores.....	5,315	2,957	657,791	587,903	6,140	3,246	498,492	423,328
Eating, drinking places.....	5,143	4,053	209,323	192,803	5,343	4,181	177,488	163,168
General merchandise group.....	993	765	345,926	340,866	934	714	284,797	281,377
Apparel, accessories stores.....	1,494	1,254	131,820	128,196	1,491	1,093	117,361	111,661
Furniture, home furnishings, appliance dealers.....	1,493	1,015	131,628	122,748	1,156	845	98,539	92,909
Automotive group.....	1,475	1,115	447,341	435,579	1,390	1,117	357,054	346,357
Gasoline service stations.....	3,355	2,191	195,008	165,632	3,550	1,868	122,659	91,675
Lumber, bldg. mtl., hardware, farm equipment dealers..	1,743	1,301	223,505	214,053	1,566	1,254	179,576	172,600
Drug stores, proprietary stores.....	862	788	94,539	93,305	847	720	66,680	64,145
Other retail stores.....	3,647	2,207	331,657	312,165	3,175	1,997	263,210	248,829
Nonstore retailers.....	1,218	154	80,956	69,116	76	67	39,263	38,670

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		(Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Washington, total.....	26,738	17,800	2,849,494	2,662,366	321,602	107,740	85,172	28,431	5,315	657,791	5,143	209,323
2	Adams County.....	148	104	13,227	12,559	1,233	401	356	141	23	2,159	26	958
3	Asotin County.....	99	55	5,547	4,993	491	200	164	106	20	1,670	20	488
4	Clarkston.....	92	50	5,282	(D)	476	190	159	97	20	(D)	18	(D)
5	Remainder of County.....	7	5	265	(D)	15	10	5	9	...	(D)	2	(D)
6	Benton County.....	428	348	66,206	64,072	6,599	2,301	1,821	431	74	20,976	69	4,725
7	Kemewick.....	162	132	25,858	25,108	2,272	709	581	174	24	8,141	26	1,261
8	Prosser.....	70	56	7,885	7,465	748	243	212	79	12	1,395	7	415
9	Remainder of County.....	196	160	32,463	31,499	3,579	1,349	1,028	178	38	11,440	36	3,049
10	Chelan County.....	532	390	57,578	54,148	5,907	1,972	1,666	544	108	13,494	89	3,376
11	Wenatchee.....	273	209	37,682	36,162	4,221	1,367	1,158	283	49	7,858	39	1,684
12	Remainder of County.....	259	181	19,896	17,986	1,686	605	508	261	59	5,636	50	1,692
13	Clallam County.....	369	251	30,513	28,041	2,951	1,024	832	395	86	9,244	72	2,564
14	Port Angeles.....	239	161	22,732	21,230	2,328	798	650	252	51	6,460	38	1,652
15	Remainder of County.....	130	90	7,781	6,811	623	226	182	143	35	2,784	34	912
16	Clark County.....	824	500	70,842	64,646	7,311	2,424	1,984	907	162	19,187	133	4,642
17	Camas.....	108	68	7,783	6,833	709	262	214	130	17	2,238	10	382
18	Vancouver.....	482	292	47,064	43,592	5,399	1,735	1,424	508	79	11,958	69	2,945
19	Remainder of County.....	234	140	15,995	14,221	1,203	427	346	269	66	4,991	54	1,315
20	Columbia County.....	83	49	6,044	5,604	578	213	191	80	11	1,210	18	549
21	Dayton.....	78	46	5,645	(D)	(D)	(D)	(D)	(D)	8	(D)	17	(D)
22	Remainder of County.....	5	3	399	(D)	(D)	(D)	(D)	(D)	3	(D)	1	(D)
23	Cowlitz County.....	581	403	54,267	50,341	5,548	1,977	1,614	632	95	13,296	96	3,470
24	Kelso.....	162	104	11,907	10,301	1,110	394	319	181	28	3,163	37	1,017
25	Longview.....	271	201	34,891	33,595	3,852	1,346	1,117	298	39	8,247	31	1,519
26	Remainder of County.....	148	98	7,469	6,445	586	237	178	153	28	1,886	28	934
27	Douglas County.....	98	62	6,012	4,900	511	161	138	106	18	1,627	25	819
28	Ferry County.....	37	23	1,693	1,449	90	46	32	45	5	326	9	192
29	Franklin County.....	195	159	33,067	32,225	3,432	1,110	947	197	18	5,962	40	1,902
30	Pasco.....	160	132	30,748	30,022	3,256	1,039	903	160	16	(D)	33	1,731
31	Remainder of County.....	35	27	2,319	2,203	176	71	44	37	2	(D)	7	171
32	Garfield County.....	47	39	5,346	5,050	394	149	116	52	8	860	4	200
33	Grant County.....	424	308	40,112	37,390	3,994	1,390	1,151	409	56	8,381	87	3,685
34	Ephrata.....	94	70	9,172	8,558	946	297	233	102	10	1,764	14	613
35	Grand Coulee.....	48	28	3,236	2,786	239	82	66	45	10	931	13	167
36	Moses Lake.....	126	102	17,307	16,839	1,935	736	614	113	11	3,266	22	1,596
37	Remainder of County.....	156	108	10,397	9,207	874	275	238	149	25	2,420	38	1,309
38	Grays Harbor County.....	700	474	59,859	55,385	6,381	2,095	1,663	745	153	15,717	166	4,852
39	Aberdeen.....	331	235	36,546	35,012	4,410	1,414	1,137	354	67	8,956	75	2,696
40	Hoguan.....	137	93	8,658	7,960	767	283	208	144	37	2,869	31	786
41	Remainder of County.....	232	146	14,655	12,413	1,204	398	318	247	49	3,892	60	1,371
42	Island County.....	136	80	8,712	7,580	559	192	142	154	25	2,162	19	566
43	Jefferson County.....	123	75	7,246	6,414	563	213	162	126	33	2,709	25	430
44	Port Townsend.....	75	53	5,532	5,116	459	166	131	75	18	2,091	8	127
45	Remainder of County.....	48	22	1,714	1,298	104	47	31	51	15	618	17	303
46	King County.....	8,118	5,326	988,520	930,422	128,737	41,367	31,608	8,734	1,626	211,163	1,718	81,467
47	Auburn.....	145	103	18,668	17,576	1,640	499	363	165	22	4,468	21	824
48	Enumclaw.....	99	67	10,338	9,610	848	257	211	97	18	1,651	10	358
49	Kent.....	131	65	11,159	9,581	857	283	213	153	30	4,018	24	595
50	Kirkland.....	112	72	10,354	9,702	966	320	246	122	11	2,400	16	508
51	Renton.....	231	173	28,094	26,748	3,114	953	745	247	36	6,667	36	1,713
52	Seattle.....	6,321	4,041	807,665	759,945	112,005	35,720	27,346	6,782	1,298	157,155	1,386	68,805
53	Remainder of County.....	1,079	805	102,242	97,260	9,307	3,335	2,484	1,168	211	34,804	225	8,664
54	Kitsep County.....	739	527	78,035	73,727	8,206	2,795	2,174	815	153	21,751	147	5,162
55	Bremerton.....	385	281	48,776	46,828	6,025	1,961	1,572	407	63	9,774	69	3,205
56	Remainder of County.....	354	246	29,259	26,899	2,181	834	602	408	90	11,977	78	1,957
57	Kittitas County.....	297	199	23,971	21,995	2,320	882	721	306	39	5,052	59	2,001
58	Ellensburg.....	168	126	16,868	15,940	1,663	592	484	171	19	3,616	25	1,060
59	Remainder of County.....	129	73	7,103	6,055	657	290	237	135	20	1,436	34	941
60	Klickitat County.....	134	98	10,600	9,858	955	369	290	169	22	2,573	31	1,117
61	Lewis County.....	582	362	47,256	42,324	4,786	1,621	1,366	584	134	10,989	113	3,188
62	Centralia.....	194	130	17,052	15,948	1,887	610	515	183	34	3,974	35	1,051
63	Chehalis.....	149	107	17,684	16,612	1,949	619	533	149	34	3,327	22	764
64	Remainder of County.....	239	125	12,520	9,764	950	392	318	252	66	3,688	56	1,373
65	Lincoln County.....	168	124	15,673	14,377	1,282	389	359	169	26	2,351	26	834
66	Mason County.....	171	109	12,569	11,371	1,040	395	304	197	37	4,065	38	810
67	Shelton.....	109	75	10,304	9,526	929	351	274	125	19	2,813	22	549
68	Remainder of County.....	62	34	2,265	1,845	111	44	30	72	18	1,252	16	261
69	Okanogan County.....	308	226	24,481	22,261	1,935	707	591	341	49	5,928	51	1,996
70	Omak.....	68	56	6,411	5,861	556	175	145	85	11	1,428	8	425
71	Remainder of County.....	240	170	18,070	16,400	1,379	532	446	256	38	4,500	43	1,571

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
993	345,926	1,494	131,820	1,493	131,628	1,475	447,341	3,355	195,008	1,743	223,505	862	94,539	3,647	331,657	1,218	80,956	
9	1,119	4	(D)	5	155	10	1,894	23	1,218	25	3,244	4	797	15	1,145	4	(D)	2
2	(D)	4	216	9	331	5	330	12	(D)	8	897	2	(D)	14	551	3	49	3
...	1	(D)	11	469	8	897	2	(D)	13	(D)	1	(D)	4
...	1	(D)	1	(D)	1	(D)	2	(D)	5
16	4,784	39	3,155	25	3,392	31	8,022	46	6,296	33	5,283	18	4,093	68	5,224	9	256	6
4	1,402	8	580	5	1,276	20	4,938	20	2,720	14	2,768	4	(D)	33	2,071	4	(D)	7
4	446	4	146	6	293	5	1,622	8	499	11	1,664	2	(D)	10	1,057	1	(D)	8
8	2,936	27	2,429	14	1,823	6	1,462	18	3,077	8	851	12	3,272	25	2,096	4	28	9
23	6,593	34	2,796	30	2,157	41	10,383	75	4,533	42	6,477	18	2,054	49	5,034	23	681	10
11	5,602	26	2,456	20	1,560	20	7,924	38	2,585	16	3,402	9	1,463	29	2,609	16	539	11
12	991	8	340	10	597	21	2,459	37	1,948	26	3,075	9	591	20	2,425	7	142	12
16	2,987	26	1,285	19	1,320	17	4,519	41	2,168	16	1,263	9	851	47	4,130	20	182	13
7	2,478	20	1,073	14	1,154	14	(D)	26	1,442	11	970	6	538	34	2,396	18	(D)	14
9	509	6	212	5	166	3	(D)	15	726	5	293	3	313	13	1,734	2	(D)	15
43	5,571	34	2,446	43	4,333	32	12,501	146	5,810	47	4,225	21	2,570	116	9,149	47	408	16
6	534	5	(D)	8	(D)	8	(D)	13	578	8	235	5	424	20	844	8	54	17
20	4,174	27	2,205	33	3,728	21	10,491	95	3,636	19	1,809	12	1,840	76	3,982	31	296	18
17	863	2	(D)	2	(D)	3	(D)	38	1,596	20	2,181	4	306	20	4,323	8	58	19
1	(D)	5	181	5	199	4	393	12	280	11	1,898	2	(D)	12	947	2	(D)	20
1	(D)	5	181	5	199	4	393	12	280	11	1,898	2	(D)	11	(D)	2	(D)	21
...	1	(D)	22
22	5,187	30	2,251	46	3,431	31	9,629	94	4,854	36	4,005	23	1,940	81	5,767	27	437	23
4	455	5	227	16	1,298	6	1,160	23	1,522	10	1,460	4	370	26	1,120	3	115	24
10	4,328	19	1,865	23	2,052	20	7,205	44	2,113	15	1,911	14	1,378	36	3,969	20	304	25
8	404	6	159	7	81	5	1,264	27	1,219	11	634	5	192	19	678	4	18	26
6	157	6	230	5	150	6	950	7	497	11	1,024	3	211	8	327	3	20	27
9	619	1	(D)	4	42	1	(D)	4	171	2	(D)	1	(D)	1	(D)	28
5	(D)	19	1,503	11	882	15	9,028	34	2,621	16	2,568	6	(D)	24	2,817	7	34	29
3	(D)	18	(D)	11	882	11	8,957	24	2,340	12	3,152	5	916	20	2,053	7	39	30
2	(D)	1	(D)	4	71	10	281	4	416	1	(D)	4	764	31
2	(D)	3	157	3	281	5	655	3	161	7	1,468	2	(D)	10	1,386	32
19	2,526	28	1,713	28	1,663	28	6,944	56	3,615	57	7,532	11	1,233	37	2,407	17	413	33
5	380	6	602	12	520	10	2,046	9	664	15	1,800	4	522	7	(D)	2	(D)	34
1	(D)	2	(D)	4	258	2	(D)	6	232	5	(D)	1	(D)	2	(D)	2	(D)	35
5	1,385	11	557	8	688	11	3,531	14	1,719	20	2,913	2	(D)	12	(D)	10	136	36
8	(D)	9	(D)	4	197	5	(D)	27	1,000	17	(D)	4	229	16	859	3	(D)	37
32	6,023	29	2,226	25	2,551	44	11,354	74	3,517	35	4,603	17	1,481	105	6,911	20	623	38
10	4,034	22	1,800	12	1,726	26	8,510	30	1,609	18	2,802	7	843	54	3,528	10	42	39
4	588	6	(D)	6	504	5	343	18	846	5	681	5	371	15	851	5	(D)	40
18	1,401	1	(D)	7	321	13	2,501	26	1,062	12	1,120	5	267	36	2,532	5	(D)	41
12	863	8	221	9	480	8	1,585	17	720	7	619	5	277	18	1,129	8	90	42
6	421	7	197	6	423	4	815	13	586	8	461	2	(D)	17	890	2	(D)	43
5	(D)	5	(D)	6	423	4	815	7	348	5	326	2	(D)	15	(D)	44
1	(D)	2	(D)	6	238	3	135	2	(D)	2	(D)	45
251	143,214	460	53,223	490	43,853	367	138,741	905	60,783	441	51,473	280	31,320	1,152	113,201	428	60,082	46
7	813	9	568	14	604	9	6,318	22	1,066	11	831	4	(D)	24	2,593	2	(D)	47
7	713	5	231	7	680	12	3,499	11	377	7	1,014	1	(D)	21	(D)	48
5	606	4	191	10	673	9	2,247	15	729	6	633	4	305	18	978	6	184	49
5	884	3	126	14	494	14	3,466	13	707	6	580	3	360	15	757	12	72	50
9	1,859	23	1,585	18	1,911	18	5,974	27	2,440	20	2,657	5	1,155	33	2,097	6	36	51
171	134,327	380	48,766	371	35,650	266	106,584	640	44,256	312	36,437	222	24,635	920	91,930	355	59,120	52
47	4,012	36	1,756	56	3,841	39	10,653	177	11,208	79	9,321	41	4,152	121	(D)	47	(D)	53
29	8,021	37	2,729	52	3,739	41	12,470	80	4,946	41	5,469	25	3,525	107	9,694	27	529	54
13	7,356	31	2,314	30	2,505	23	9,265	41	2,292	20	3,293	15	2,761	67	5,695	13	316	55
16	665	6	415	22	1,234	18	3,205	39	2,654	21	2,176	10	764	40	3,999	14	213	56
9	1,281	14	875	15	955	16	3,213	72	3,413	22	2,879	8	568	39	3,678	4	56	57
4	(D)	10	745	11	829	9	2,477	38	2,319	18	2,363	5	411	27	2,219	2	(D)	58
5	(D)	4	130	4	126	7	736	34	1,094	4	516	3	157	12	1,459	2	(D)	59
14	968	2	(D)	4	177	7	1,850	18	1,452	14	1,618	4	319	16	450	2	(D)	60
23	3,987	35	1,679	31	2,268	35	7,640	65	3,250	41	4,767	13	1,025	78	8,357	14	106	61
4	1,194	20	889	12	1,306	17	3,020	16	1,279	14	950	4	406	36	(D)	2	(D)	62
6	2,323	9	505	11	852	13	3,342	10	760	12	2,072	4	343	20	3,332	8	64	63
13	470	6	285	8	110	5	1,278	39	1,211	15	1,745	5	276	22	(D)	4	(D)	64
8	488	4	258	7	257	16	2,546	10	736	39	6,785	7	398	21	852	4	168	65
8	1,802	3	87	6	477	9	2,092	25	1,052	17	931	3	151	21	1,060	4	42	66
5	(D)	3	87	6	477	7	(D)	18	853	13	682	1	(D)	13	889	2	(D)	67
3	(D)	2	(D)	7	199	4	249	2	(D)	8	171	2	(D)	68
24	2,186	18	707	13	1,072	24	4,467	53	2,549	26	2,014	11	772	37	(D)	2	(D)	69
4	489	5	304	5	460	7	1,618	7	529	5	341	3	209	13	(D)	...	(D)	70
20	1,697	13	403	8	612	17	2,849	46	2,020	21	1,673	8	563	24	(D)	2	(D)	71

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Pacific County.....	241	145	13,257	11,253	920	345	277	261	56	4,232	53	1,229
2	Raymond.....	92	68	7,411	6,971	636	222	174	106	16	1,807	24	591
3	Remainder of County.....	149	77	5,846	4,282	284	123	103	155	40	2,425	29	638
4	Pend Oreille County.....	131	67	7,227	5,963	486	178	146	134	25	1,932	27	738
5	Pierce County.....	2,668	1,730	281,778	261,742	31,520	10,905	8,499	2,844	595	69,530	468	21,302
6	Buckley.....	30	22	1,334	1,274	116	43	24	34	11	459	3	109
7	Puyallup.....	199	125	19,424	17,458	1,843	648	512	197	42	4,373	23	825
8	Sumner.....	73	39	4,558	3,774	376	112	97	78	11	1,182	9	320
9	Tacoma.....	1,887	1,181	218,477	203,767	25,824	8,761	6,920	2,017	429	50,233	332	16,098
10	Remainder of County.....	479	363	37,985	35,469	3,361	1,341	946	518	102	13,283	101	3,950
11	San Juan County.....	48	36	2,118	2,014	172	69	57	48	9	819	8	139
12	Skagit County.....	627	431	52,865	49,119	4,821	1,733	1,426	669	123	11,348	126	3,323
13	Anacortes.....	116	74	8,410	7,644	668	235	185	129	31	2,737	15	439
14	Mount Vernon.....	205	147	23,793	22,953	2,481	856	736	212	19	2,279	36	1,135
15	Sedro Woolley.....	85	59	7,619	6,875	707	231	187	91	21	1,682	14	472
16	Remainder of County.....	221	151	13,043	11,647	965	411	318	237	52	4,650	61	1,277
17	Skamania County.....	55	33	2,343	1,873	144	67	50	61	14	702	12	296
18	Snohomish County.....	1,444	874	123,331	111,363	12,043	4,102	3,158	1,570	320	33,278	285	7,644
19	Everett.....	578	348	65,118	60,088	7,414	2,379	1,870	608	125	15,470	111	3,113
20	Snohomish.....	156	62	8,594	6,988	664	226	170	174	37	2,400	22	551
21	Remainder of County.....	710	464	49,619	44,287	3,965	1,497	1,118	788	158	15,408	152	3,980
22	Spokane County.....	2,440	1,623	309,790	292,576	34,975	12,121	9,783	2,632	447	67,698	440	19,684
23	Cheney.....	32	26	4,184	3,972	345	131	98	32	6	857	7	202
24	Medical Lake.....	15	7	680	410	14	11	8	16	3	183	3	31
25	Spokane.....	2,016	1,352	269,330	255,474	31,742	11,018	8,918	2,169	368	56,236	368	17,200
26	Remainder of County.....	377	243	35,596	32,720	2,874	961	759	415	70	10,422	62	2,251
27	Stevens County.....	189	123	14,853	13,597	1,203	432	364	202	35	3,510	22	763
28	Colville.....	87	65	9,393	8,975	814	269	234	97	10	2,188	9	377
29	Remainder of County.....	102	58	5,460	4,622	389	163	130	105	25	1,322	13	386
30	Thurston County.....	551	373	52,640	48,954	5,331	1,753	1,486	568	137	13,048	101	3,444
31	Olympia.....	395	265	43,952	41,262	4,671	1,486	1,279	389	92	9,586	63	2,539
32	Tumwater.....	22	16	1,290	1,156	107	53	43	28	8	473	4	177
33	Remainder of County.....	134	92	7,398	6,536	553	214	164	151	37	2,989	34	728
34	Wahkiakum County.....	43	25	1,884	1,550	133	47	42	48	3	377	8	193
35	Walla Walla County.....	435	303	47,170	44,842	5,753	1,916	1,643	422	60	9,054	71	3,153
36	College Place.....	23	5	1,096	550	56	18	17	27	1	(D)
37	Walla Walla.....	357	267	43,973	42,591	5,548	1,843	1,579	340	46	8,384	59	2,958
38	Remainder of County.....	55	31	2,101	1,701	149	55	47	55	13	(D)	12	195
39	Whatecom County.....	798	514	79,398	74,204	8,454	2,924	2,295	832	178	17,219	145	5,819
40	Bellingham.....	516	334	56,747	53,369	6,617	2,281	1,784	543	119	12,495	92	4,138
41	Remainder of County.....	282	180	22,651	20,835	1,837	643	511	289	59	4,724	53	1,681
42	Whitman County.....	374	278	34,130	32,428	3,100	1,117	894	361	53	6,261	51	1,678
43	Colfax.....	87	71	10,225	10,075	926	302	267	87	7	1,421	8	317
44	Pullman.....	89	65	9,702	9,310	1,002	395	289	89	15	2,456	10	637
45	Remainder of County.....	198	142	14,203	13,043	1,172	420	338	185	31	2,384	33	724
46	Yakima County.....	1,353	949	159,334	149,756	16,744	5,638	4,660	1,394	279	35,931	245	9,924
47	Grandview.....	63	49	7,313	6,689	641	213	167	77	6	1,423	12	474
48	Sunnyside.....	112	78	14,003	13,301	1,186	408	338	108	18	3,491	14	490
49	Toppenish.....	108	76	10,789	10,147	1,088	360	304	100	17	2,468	22	761
50	Wapato.....	69	43	5,047	4,291	403	151	128	73	20	1,816	13	334
51	Yakima.....	687	445	96,079	90,783	11,397	3,704	3,090	696	127	17,747	122	6,168
52	Remainder of County.....	314	258	26,103	24,545	2,029	802	633	340	91	8,986	62	1,697

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group - Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
18	1,120	2	(D)	12	478	8	2,205	45	1,574	8	611	7	(D)	25	1,144	7	106	1
7	647	2	(D)	6	357	8	2,205	10	500	5	(D)	3	181	7	589	4	56	2
11	473	6	121	35	1,074	3	(D)	4	(D)	18	555	3	50	3
10	602	6	199	1	(D)	7	1,497	30	874	5	396	5	275	15	(D)	4
77	37,189	159	12,587	148	15,486	153	43,033	323	19,588	163	16,598	76	9,321	357	33,716	149	3,428	5
2	(D)	3	47	2	(D)	1	(D)	3	63	1	(D)	1	(D)	2	(D)	1	(D)	6
6	1,420	10	541	10	966	14	4,559	29	1,689	17	1,450	6	1,343	35	2,137	7	121	7
5	137	1	(D)	7	276	11	1,006	11	410	6	557	3	226	5	386	4	(D)	8
44	32,721	134	11,278	110	13,090	101	33,487	192	12,428	112	12,854	48	6,143	263	27,100	122	3,045	9
20	(D)	11	(D)	19	(D)	26	(D)	88	4,998	27	(D)	18	(D)	52	(D)	15	161	10
5	190	1	(D)	4	53	5	230	2	(D)	6	348	1	(D)	7	124	11
24	4,649	43	2,480	33	2,261	44	10,022	70	3,647	40	5,752	18	1,327	86	7,582	20	474	12
3	457	5	222	8	496	11	2,059	17	734	3	238	3	202	14	780	6	46	13
10	3,274	24	1,644	14	779	21	5,879	19	1,000	11	2,280	6	643	37	4,784	8	96	14
3	436	6	318	3	307	6	1,625	14	895	5	725	3	229	6	(D)	4	(D)	15
8	482	8	296	8	679	6	459	20	1,018	21	2,509	6	253	29	(D)	2	(D)	16
6	331	2	(D)	2	(D)	9	272	3	127	3	140	4	136	17
48	11,355	67	4,889	77	5,989	75	21,819	191	10,013	104	11,951	40	2,678	171	12,788	66	927	18
11	9,190	39	3,702	30	3,139	41	14,029	79	3,840	31	4,855	18	1,452	69	5,931	24	397	19
8	468	5	132	11	473	3	2,064	22	633	14	938	3	195	19	672	12	68	20
29	1,697	23	1,055	36	2,377	31	5,726	90	5,540	59	6,158	19	1,031	83	6,185	30	462	21
71	47,135	148	16,265	142	15,162	137	51,927	326	18,478	136	18,497	91	9,567	345	37,465	157	7,912	22
1	(D)	1	(D)	3	1,718	17	375	4	365	1	(D)	2	(D)	23
1	(D)	1	(D)	1	(D)	1	(D)	4	192	1	(D)	24
42	45,836	137	15,756	122	13,835	115	42,919	244	13,791	95	13,221	73	8,505	310	34,262	142	7,769	25
27	(D)	10	(D)	19	(D)	19	7,290	74	(D)	36	(D)	13	(D)	32	2,739	15	143	26
23	2,611	6	206	9	404	18	3,301	25	1,316	11	1,241	10	487	29	(D)	1	(D)	27
9	1,567	5	(D)	8	(D)	13	2,530	6	477	5	827	3	288	18	677	1	(D)	28
14	1,044	1	(D)	1	(D)	5	771	19	839	6	414	7	199	11	(D)	29
12	3,124	37	3,520	26	3,009	31	8,538	64	3,724	33	2,852	16	5,074	75	6,053	19	254	30
8	2,586	37	3,520	22	(D)	25	8,015	44	2,839	21	2,137	11	4,733	59	(D)	13	226	31
1	(D)	1	(D)	1	(D)	3	276	1	(D)	1	(D)	2	(D)	32
3	(D)	4	(D)	5	(D)	19	(D)	9	439	4	(D)	15	1,088	4	(D)	33
4	427	3	110	2	(D)	1	(D)	13	400	2	(D)	1	(D)	2	(D)	4	18	34
11	5,596	29	2,268	32	2,940	25	7,048	46	2,789	32	6,861	15	1,439	83	5,284	31	738	35
...	1	(D)	4	(D)	7	190	3	(D)	2	(D)	1	(D)	4	(D)	36
9	(D)	29	2,268	30	(D)	20	6,654	31	2,393	22	6,219	12	1,342	75	5,066	24	480	37
2	(D)	1	(D)	1	(D)	8	206	7	(D)	1	(D)	7	(D)	3	(D)	38
29	7,904	63	4,445	32	3,176	52	10,971	79	4,159	51	7,994	25	2,116	109	14,672	35	923	39
8	6,976	55	4,187	22	2,728	28	7,297	50	2,878	27	5,061	16	1,641	75	8,709	24	637	40
21	928	8	258	10	448	24	3,674	29	1,281	24	2,933	9	475	34	5,963	11	286	41
16	1,612	13	944	15	835	31	6,902	49	2,204	53	8,525	19	1,223	60	3,760	14	186	42
3	(D)	5	368	6	(D)	12	3,253	10	573	12	2,774	4	431	16	483	4	60	43
3	(D)	5	446	7	611	7	1,861	11	760	6	659	3	299	16	(D)	6	112	44
10	958	3	130	2	(D)	12	1,788	28	871	35	5,092	12	493	28	(D)	4	14	45
50	19,186	67	5,250	67	7,086	89	27,439	198	10,107	94	19,014	40	4,661	186	19,253	38	1,483	46
2	(D)	4	192	3	147	5	1,771	9	497	10	1,557	2	(D)	10	795	47
6	923	10	624	5	1,237	12	1,994	15	982	15	2,167	2	(D)	13	1,550	2	(D)	48
5	822	3	(D)	7	493	6	1,792	17	724	8	2,579	4	287	17	690	2	(D)	49
3	(D)	2	(D)	5	372	6	684	3	77	7	500	2	(D)	8	804	50
25	15,980	43	3,933	37	4,320	43	18,343	105	5,447	31	8,589	21	3,002	102	11,246	31	1,304	51
9	1,097	5	183	10	517	17	2,855	49	2,380	23	3,622	9	459	36	4,168	3	139	52

METROPOLITAN AREAS

ORE.

ORE.

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- STANDARD METROPOLITAN AREAS

METROPOLITAN AREAS

ODE

112 PORTLAND, OREGON

135 SEATTLE

140 SPOKANE

148 TACOMA

Map labels include: BELLINGHAM, WHATCOM, SKAGIT, ISLAND, EVERETT, SNOWHISH, CHIELAN, OKANOGAN, FERRY, STEVENS, PENO OREILLE, LINCOLN, ADAMS, GRANT, KITTITAS, YAKIMA, BENTON, WALLA WALLA, COLUMBIA, GARFIELD, ASOTIN, WHITMAN, CLALLAM, JEFFERSON, BREMERTON, KITSAP, MASON, GRAYS HARBOR, THURSTON, PACIFIC, WAHIAKUM, COWLITZ, SKAMANIA, KICKITAT, VANCOUVER, CLACKAMAS, PORTLAND, WASHINGTON, and CLATSOP.

CODE

112 PORTLAND, OREGON

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140 SPOKANE

148 TACOMA

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)

- ★ PLACES OF 100,000 AND OVER (1950)

STANDARD METROPOLITAN AREAS

U. S. DEPARTMENT OF COMMERCE

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PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | | | |
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<input type="checkbox"/> Area Bulletins
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|---|--|--|
- ☐ Public Merchandise Warehouses
☐ 1954 Census of Business—Puerto Rico

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
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DEPARTMENT OF COMMERCE

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(PMGC)

1954 Census of Business

RETAIL TRADE

November 1955

Series: PR-1-48

WEST VIRGINIA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies, which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.—RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

WEST VIRGINIA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	18,685	11,407	1,410,767	1,295,415	21,237	11,878	1,280,570	1,162,659
Food stores.....	5,332	2,258	362,045	307,743	7,448	2,719	305,263	244,340
Eating, drinking places.....	3,410	2,232	77,886	65,564	4,488	2,449	78,065	61,856
General merchandise group.....	1,447	927	217,108	206,060	1,605	1,038	241,795	232,313
Apparel, accessories stores.....	1,009	915	85,132	83,922	1,100	935	94,930	92,246
Furniture, home furnishings, appliance dealers.....	908	716	70,739	68,315	836	687	70,195	67,952
Automotive group.....	958	802	253,273	249,553	974	860	201,186	197,060
Gasoline service stations.....	2,242	1,394	98,106	81,194	2,198	1,183	64,139	48,793
Lumber, bldg. matls., hardware, farm equipment dealers..	740	592	82,458	80,460	679	551	77,119	75,255
Drug stores, proprietary stores.....	439	423	38,008	37,766	475	444	33,129	32,529
Other retail stores.....	1,685	1,055	106,374	98,686	1,378	962	105,694	101,341
Nonstore retailers.....	515	93	19,638	16,152	56	50	9,055	8,974

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		(Total)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	West Virginia, total.....	18,685	11,407	1,410,767	1,295,415	146,604	63,011	54,017	18,139	5,332	362,045	3,410	77,886
2	Barbour County.....	154	72	7,276	6,164	562	262	233	152	43	2,201	19	300
3	Philippi.....	71	45	5,271	4,909	471	196	176	66	14	1,442	7	141
4	Remainder of County.....	83	27	2,005	1,255	91	66	57	86	29	759	12	159
5	Berkeley County.....	356	224	25,021	22,603	2,283	1,141	916	338	119	6,701	58	1,301
6	Martinsburg.....	280	192	22,360	20,800	2,149	1,043	850	256	87	5,526	41	996
7	Remainder of County.....	76	32	2,661	1,803	134	98	66	82	32	1,175	17	305
8	Boone County.....	294	136	16,564	14,138	1,319	578	504	301	109	5,434	54	812
9	Braxton County.....	179	85	8,469	7,227	547	267	236	180	31	1,918	31	452
10	Brooke County.....	264	140	16,551	14,667	1,551	677	576	277	72	4,327	65	1,042
11	Follansbee.....	71	31	3,602	2,878	276	139	115	76	21	920	14	204
12	Weirton (part) ¹	30	24	3,304	3,234	497	193	186	27	9	549	5	124
13	Wellsburg.....	117	63	8,380	7,566	712	302	241	120	28	2,308	34	561
14	Remainder of County.....	46	22	1,265	989	66	43	34	54	14	550	12	153
15	Cabell County.....	1,170	782	123,060	116,470	14,385	5,749	4,762	1,087	325	27,434	244	6,873
16	Huntington (part) ²	998	694	116,149	110,769	13,873	5,476	4,545	900	265	24,952	208	6,166
17	Remainder of County.....	172	88	6,911	5,701	512	273	217	187	60	2,462	36	707
18	Calhoun County.....	90	30	2,659	1,797	185	92	89	95	23	612	9	97
19	Clay County.....	91	45	3,549	2,781	226	112	100	91	28	1,207	12	182
20	Doddridge County.....	72	30	3,625	2,855	250	107	94	76	34	1,152	5	51
21	Fayette County.....	603	403	42,705	39,571	4,256	1,827	1,546	541	184	13,572	97	1,796
22	Montgomery (part) ³	66	64	9,661	9,637	1,090	470	384	46	7	101	8	281
23	Mount Hope.....	52	34	3,198	2,836	297	126	102	41	20	967	6	99
24	Oak Hill.....	119	89	11,650	11,280	1,199	538	437	101	21	3,913	14	306
25	Remainder of County.....	366	216	18,196	15,818	1,670	693	623	353	136	(D)	69	1,110
26	Gilmer County.....	87	33	2,910	2,024	185	94	79	83	18	734	7	96
27	Grant County.....	105	59	5,144	4,568	388	227	195	109	15	1,010	20	413
28	Greenbrier County.....	457	295	28,038	25,750	2,384	1,148	974	416	81	6,315	73	1,506
29	White Sulphur Springs.....	66	50	4,013	3,729	365	170	152	59	9	937	8	197
30	Remainder of County.....	391	245	24,025	22,021	2,019	978	822	357	72	5,378	65	1,309
31	Hampshire County.....	113	59	6,770	6,200	434	246	216	110	37	1,352	11	224
32	Hancock County.....	379	243	24,280	22,510	2,441	1,079	898	395	85	5,178	122	2,800
33	Chester.....	51	39	2,951	2,835	275	123	97	54	12	852	10	226
34	Weirton (part) ¹	251	173	18,326	17,366	1,997	886	749	255	50	3,422	84	2,024
35	Remainder of County.....	77	31	3,003	2,309	169	70	52	86	23	904	28	550
36	Hardy County.....	79	53	7,100	6,586	398	226	182	71	25	961	10	306
37	Harrison County.....	900	578	72,703	67,777	8,649	3,634	3,199	860	255	18,126	174	3,592
38	Clarksburg.....	488	360	54,143	52,093	7,112	2,929	2,583	440	111	12,558	102	2,547
39	Salem.....	57	33	2,980	2,656	234	115	99	55	16	935	7	104
40	Shinnston.....	69	45	4,344	4,160	443	184	165	62	18	1,344	9	165
41	Remainder of County.....	286	140	11,236	8,868	860	406	352	303	110	3,289	56	776
42	Jackson County.....	161	91	8,192	6,820	502	274	231	158	48	1,819	18	388
43	Jefferson County.....	182	104	14,307	12,979	1,375	659	504	184	60	3,511	25	791
44	Charles Town.....	83	55	9,623	9,135	1,062	503	375	79	29	2,241	7	549
45	Remainder of County.....	99	49	4,684	3,844	313	156	129	105	31	1,270	18	242
46	Kanawha County.....	2,313	1,487	249,333	236,073	28,736	11,060	9,736	2,210	701	63,156	421	14,538
47	Charleston.....	1,148	798	167,392	162,186	21,336	8,059	7,106	1,010	291	34,337	213	9,825
48	Chesapeake.....	22	6	1,124	770	79	26	24	22	7	277	2	(D)
49	Dunbar.....	96	68	7,839	7,259	674	268	229	100	31	3,051	11	202
50	Marmet.....	29	19	2,506	2,378	207	101	93	36	6	782	10	236
51	Montgomery (part) ³	5	1	129	(D)	(D)	(D)	(D)	(D)	(D)
52	Nitro (part) ⁴	52	36	4,937	4,667	494	182	167	56	17	2,178	7	211
53	St. Albans.....	147	95	13,753	12,913	1,260	498	430	151	39	5,101	23	855
54	South Charleston.....	197	151	23,064	22,392	2,574	957	842	174	53	7,206	37	899
55	Remainder of County.....	617	313	28,589	(D)	(D)	(D)	(D)	(D)	257	10,224	116	2,236
56	Lewis County.....	180	114	11,501	10,225	1,066	554	434	181	43	3,036	26	507
57	Weston.....	131	91	10,044	9,260	984	503	398	125	29	2,540	20	469
58	Remainder of County.....	49	23	1,457	965	82	51	36	56	14	496	6	38
59	Lincoln County.....	172	62	7,099	4,865	363	194	176	189	64	1,672	23	604
60	Logan County.....	513	329	38,471	35,381	3,751	1,598	1,407	486	180	11,607	100	1,960
61	Logan.....	173	121	17,846	16,858	2,125	918	794	166	33	4,785	38	916
62	Remainder of County.....	340	208	20,625	18,523	1,626	680	613	320	147	6,822	62	1,044
63	McDowell County.....	625	401	52,537	49,495	5,204	2,095	1,838	557	203	16,136	119	2,151
64	Keystone.....	41	27	3,618	3,446	366	128	122	34	14	1,700	7	110
65	War.....	55	37	2,638	2,478	244	135	108	51	13	706	13	182
66	Welch.....	137	107	19,399	18,939	2,039	771	671	126	27	4,536	25	821
67	Remainder of County.....	392	230	26,882	24,632	2,555	1,061	937	346	149	9,194	74	1,038

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

¹Weirton is in Brooke and Hancock counties. ²Huntington is in Cabell and Wayne counties. ³Montgomery is in Fayette and Kanawha counties. ⁴Nitro is in Kanawha and Putnam counties.

Payroll, and Personnel

Kind-of-business group — Continued																		Line No.	
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
1,447	217,108	1,009	85,132	908	70,739	958	253,273	2,242	98,106	740	82,458	439	38,008	1,685	106,374	515	19,638		
19	914	4	126	6	321	10	1,536	31	871	5	162	3	189	14	656	2	
3	534	3	(D)	4	(D)	9	(D)	18	602	5	162	2	(D)	6	474	3	
16	380	1	(D)	2	(D)	1	(D)	13	269	1	(D)	8	182	4	
8	1,958	32	1,831	10	896	28	4,226	35	2,003	16	2,034	7	938	35	2,916	8	217	5	
5	1,541	32	1,831	10	896	22	4,124	24	1,589	14	(D)	7	938	33	(D)	5	(D)	6	
3	417	6	102	11	314	2	(D)	(D)	3	(D)	7	
24	2,074	10	1,206	9	621	9	3,254	36	1,298	9	853	3	(D)	20	(D)	11	66	8	
42	1,371	3	176	7	472	9	1,835	23	757	8	854	3	157	20	(D)	2	(D)	9	
6	759	13	589	11	642	14	4,719	36	1,330	11	1,997	7	365	19	641	10	140	10	
3	(D)	4	50	5	272	2	(D)	8	239	3	(D)	2	(D)	7	242	2	(D)	11	
...	2	(D)	5	(D)	4	313	1	(D)	2	(D)	2	(D)	12	
1	(D)	9	539	4	(D)	7	2,528	14	551	7	507	5	(D)	4	361	4	46	13	
2	(D)	10	227	...	(D)	6	(D)	2	(D)	14	
43	16,047	80	10,270	67	7,713	54	19,805	109	6,039	51	10,257	44	3,830	95	8,484	58	6,311	15	
27	14,870	79	(D)	62	7,596	48	(D)	87	5,259	43	9,261	41	3,716	92	8,364	46	6,231	16	
16	1,177	1	(D)	5	117	6	(D)	22	780	8	996	3	114	3	117	12	80	17	
26	859	2	(D)	1	(D)	3	409	5	96	6	158	2	(D)	11	121	2	(D)	18	
25	1,123	1	(D)	2	(D)	2	(D)	14	500	1	(D)	4	214	2	(D)	19	
5	160	1	(D)	4	182	4	(D)	6	277	6	262	1	(D)	4	284	2	(D)	20	
58	6,754	35	1,938	29	2,104	32	8,076	75	3,307	25	1,129	11	1,036	51	2,931	6	62	21	
5	1,508	10	639	6	525	8	2,101	7	270	7	172	3	406	7	(D)	22	
4	531	1	100	3	83	1	(D)	7	425	4	154	1	(D)	2	(D)	23	
7	1,213	12	606	10	1,064	14	2,388	9	526	3	368	3	(D)	22	864	4	(D)	24	
42	3,502	9	593	10	432	9	(D)	54	2,086	11	435	4	212	20	1,366	2	(D)	25	
33	852	1	(D)	1	(D)	2	(D)	15	279	3	277	1	(D)	6	157	26	
18	541	1	(D)	3	137	7	1,246	24	603	3	45	3	177	9	875	2	(D)	27	
55	3,804	23	1,194	22	949	22	4,797	66	2,810	23	1,289	10	647	69	4,454	13	273	28	
2	(D)	7	313	4	71	3	(D)	11	568	2	(D)	2	(D)	18	1,028	29	
53	(D)	16	881	18	878	19	(D)	55	2,242	21	(D)	8	(D)	51	3,426	13	273	30	
8	316	3	(D)	6	68	8	2,060	14	328	4	519	2	(D)	18	1,693	2	(D)	31	
12	(D)	21	2,089	18	1,816	14	2,783	33	1,978	22	2,766	13	821	33	1,810	6	(D)	32	
1	(D)	3	48	3	(D)	7	388	3	(D)	2	(D)	9	501	1	(D)	33	
8	(D)	19	(D)	15	1,768	10	2,083	16	1,193	17	2,651	9	610	19	1,220	4	13	34	
3	91	2	(D)	1	(D)	10	397	2	(D)	2	(D)	5	89	1	(D)	35	
6	897	2	(D)	2	(D)	4	1,328	9	293	3	259	3	99	15	2,823	36	
37	8,541	62	6,098	46	3,444	57	12,711	106	4,923	28	5,353	30	3,188	82	6,064	23	663	37	
15	7,155	53	5,839	34	3,034	30	8,492	47	2,510	12	4,051	20	2,609	57	4,775	7	573	38	
2	(D)	5	63	3	103	4	(D)	4	275	2	(D)	3	201	9	128	2	(D)	39	
2	(D)	4	196	3	157	9	1,092	4	208	6	218	3	(D)	7	384	4	34	40	
18	927	6	150	14	(D)	51	1,930	8	(D)	4	(D)	9	777	10	(D)	41	
23	1,074	4	162	7	307	8	1,741	26	824	7	793	3	116	17	968	42	
14	2,004	9	578	8	478	7	2,289	22	1,147	9	1,070	5	300	17	1,889	6	250	43	
5	1,808	7	(D)	5	436	6	(D)	3	268	6	(D)	3	(D)	10	602	2	(D)	44	
9	196	2	(D)	3	42	1	(D)	19	879	3	(D)	2	(D)	7	1,287	4	(D)	45	
115	39,673	134	15,747	123	12,254	81	49,081	280	14,974	97	13,960	70	7,210	203	16,057	88	2,683	46	
33	31,950	110	14,570	65	8,337	55	36,968	107	6,787	43	5,957	44	4,685	130	11,631	57	2,345	47	
2	(D)	1	(D)	9	269	1	(D)	48	
4	550	3	102	7	618	2	(D)	12	618	9	873	3	358	11	(D)	3	55	49	
3	(D)	7	218	1	(D)	1	(D)	1	(D)	50	
...	1	(D)	2	(D)	51
3	(D)	2	(D)	5	348	1	(D)	4	312	3	194	2	(D)	6	(D)	2	(D)	52	
9	730	6	398	11	422	7	3,173	22	973	11	1,361	5	404	10	308	4	28	53	
12	2,120	9	490	19	1,525	4	4,962	24	1,562	12	1,975	7	956	15	1,295	5	74	54	
49	3,599	4	(D)	16	1,004	11	2,640	94	(D)	18	(D)	8	463	30	1,030	14	116	55	
10	1,212	9	879	10	(D)	15	2,179	21	840	11	651	5	393	29	1,023	1	(D)	56	
6	1,115	9	879	9	753	13	(D)	12	530	6	424	5	393	22	(D)	57	
4	97	1	(D)	2	(D)	9	310	5	227	7	(D)	1	(D)	58	
45	2,204	1	(D)	5	192	5	1,352	22	767	2	(D)	1	(D)	2	(D)	2	(D)	59	
35	5,977	25	2,274	22	2,019	31	6,900	67	2,952	10	1,619	8	995	26	1,760	9	408	60	
6	2,395	16	1,701	18	1,843	19	2,842	12	632	4	(D)	4	668	14	(D)	9	408	61	
29	3,582	9	573	4	176	12	4,358	55	2,320	6	(D)	4	327	12	(D)	62	
73	13,748	32	1,861	40	2,258	29	8,690	53	3,456	8	790	10	875	38	2,435	20	137	63	
7	585	2	(D)	3	(D)	2	(D)	3	183	2	(D)	1	(D)	64	
9	489	1	(D)	5	165	4	488	4	235	1	(D)	2	(D)	3	(D)	65	
5	2,798	16	1,136	11	779	16	6,147	7	1,255	3	402	3	421	16	1,072	8	32	66	
52	9,876	13	679	21	(D)	7	(D)	39	1,783	5	388	4	255	19	1,063	9	(D)	67	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year (\$1,000)	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only) (Number)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)	Sales (\$1,000)
1	Marion County.....	715	447	54,500	50,242	6,181	2,760	2,430	663	204	15,762	135	2,407
2	Fairmont.....	422	294	41,146	39,414	5,232	2,326	2,052	375	98	11,249	83	1,772
3	Mannington.....	78	36	4,198	3,290	273	133	119	90	21	1,198	16	158
4	Remainder of County.....	215	117	9,156	7,538	676	301	259	198	85	3,315	36	477
5	Marshall County.....	400	236	19,104	16,380	1,501	744	622	392	125	7,141	97	1,642
6	Benwood.....	39	21	1,034	772	75	46	42	45	11	384	21	306
7	McMechen.....	32	24	1,175	965	77	43	31	32	13	528	9	110
8	Moundsville.....	210	130	12,550	11,154	1,018	490	411	202	66	5,048	44	824
9	Remainder of County.....	119	61	4,345	3,489	331	165	138	113	35	1,181	23	402
10	Mason County.....	206	110	11,459	10,011	910	480	379	202	62	3,556	36	657
11	Point Pleasant.....	94	68	8,329	7,971	749	380	305	85	20	2,417	17	389
12	Remainder of County.....	112	42	3,130	2,040	161	100	74	117	42	1,139	19	268
13	Mercer County.....	711	507	59,859	56,849	6,290	2,865	2,423	675	179	14,691	138	2,958
14	Bluefield.....	297	243	34,586	33,958	4,024	1,792	1,507	256	55	7,217	52	1,279
15	Princeton.....	175	121	15,424	14,704	1,542	646	557	171	43	4,203	33	692
16	Remainder of County.....	239	143	9,849	8,187	724	427	359	248	81	3,271	53	987
17	Mineral County.....	221	135	12,076	10,710	1,033	550	455	220	44	3,202	40	670
18	Keyser.....	98	70	7,831	7,235	713	360	293	95	17	2,105	14	275
19	Piedmont.....	42	30	1,441	1,301	157	102	85	35	8	301	8	81
20	Remainder of County.....	81	35	2,804	2,174	163	88	77	90	19	796	18	314
21	Mingo County.....	407	229	31,940	29,356	3,087	1,810	1,062	385	139	7,978	61	1,036
22	Williamson.....	141	117	17,690	17,690	2,208	814	729	123	26	3,654	21	585
23	Remainder of County.....	266	112	14,076	11,666	879	366	333	262	113	4,324	40	451
24	Monongalia County.....	564	338	43,669	40,105	4,555	1,950	1,697	536	173	11,774	109	2,238
25	Morgantown.....	396	248	36,284	34,038	3,964	1,699	1,478	376	112	9,450	73	1,574
26	Westover.....	15	13	1,635	1,595	209	62	57	14	1	(D)	3	50
27	Remainder of County.....	153	77	5,750	4,472	382	189	162	146	60	(D)	33	614
28	Monroe County.....	111	51	5,033	4,155	302	153	139	106	30	955	4	57
29	Morgan County.....	93	47	3,604	2,748	203	116	96	97	40	1,059	15	339
30	Nicholas County.....	249	141	13,816	11,678	973	449	400	273	63	3,988	38	568
31	Richwood.....	69	57	5,472	5,348	510	216	196	65	12	1,417	8	171
32	Remainder of County.....	180	84	8,344	6,330	463	233	204	208	51	2,571	30	397
33	Ohio County.....	1,022	734	104,101	99,743	15,159	6,656	5,559	930	239	18,428	285	8,258
34	Wheeling.....	917	667	99,372	95,704	14,662	6,343	5,367	812	214	17,491	248	6,920
35	Remainder of County.....	105	67	4,729	4,039	497	313	192	118	25	937	37	1,338
36	Pendleton County.....	61	29	3,444	3,034	218	119	114	71	9	351	7	123
37	Pleasants County.....	61	47	4,600	4,394	433	209	183	61	15	1,233	11	250
38	Pocahontas County.....	113	63	5,937	5,167	368	188	171	106	18	1,505	18	220
39	Preston County.....	257	137	12,242	10,688	901	428	360	260	66	3,519	41	659
40	Putnam County.....	208	94	9,146	7,342	564	258	223	229	69	2,295	55	865
41	Nitro (part) ⁴	17	9	1,008	806	85	30	29	19	9	233	2	(D)
42	Remainder of County.....	191	85	8,138	6,536	479	228	194	210	60	2,062	53	(D)
43	Raleigh County.....	740	436	50,926	46,122	5,246	2,165	1,882	723	222	14,802	114	2,255
44	Beckley.....	322	236	35,935	34,825	4,160	1,694	1,472	282	65	10,713	43	1,340
45	Remainder of County.....	418	200	14,991	11,297	1,086	471	410	441	157	4,089	71	915
46	Randolph County.....	273	167	18,727	17,235	1,694	805	703	262	61	4,243	45	937
47	Elkins.....	150	112	13,589	13,151	1,400	658	572	133	20	3,138	32	763
48	Remainder of County.....	123	55	5,138	4,084	294	147	131	129	41	1,105	13	174
49	Ritchie County.....	159	87	5,630	4,592	378	191	157	174	34	1,304	23	343
50	Roane County.....	152	74	7,497	6,563	621	311	271	155	43	1,970	21	400
51	Spencer.....	87	55	5,678	5,448	545	269	240	88	11	1,279	13	297
52	Remainder of County.....	65	19	1,819	1,115	76	42	31	67	32	691	8	103
53	Summers County.....	166	94	9,330	8,348	826	362	313	156	50	2,656	22	436
54	Hinton.....	96	68	7,613	7,293	736	322	279	86	24	2,063	10	246
55	Remainder of County.....	70	26	1,717	1,055	90	40	34	70	26	593	12	190
56	Taylor County.....	177	123	10,111	9,487	958	476	415	189	39	3,053	28	549
57	Grafton.....	128	92	7,865	7,439	778	383	338	137	23	1,982	20	295
58	Remainder of County.....	49	31	2,246	2,048	180	93	77	52	16	1,071	8	254
59	Tucker County.....	83	53	4,019	3,391	256	128	112	86	31	1,326	10	159
60	Tyler County.....	105	59	5,959	5,305	449	216	177	118	30	2,254	12	(D)
61	Paden City (part) ⁵	4	2	90	(D)	(D)	(D)	(D)	(D)	1	(D)	1	(D)
62	Remainder of County.....	101	57	5,869	(D)	(D)	(D)	(D)	(D)	29	(D)	11	211
63	Upshur County.....	212	110	11,806	9,696	916	462	388	207	39	2,977	24	628
64	Buckhannon.....	147	97	9,944	9,044	867	437	365	142	18	2,336	19	518
65	Remainder of County.....	65	13	1,862	652	49	25	23	65	21	641	5	110
66	Wayne County.....	300	126	11,922	8,560	750	386	336	324	128	4,192	48	1,007
67	Huntington (part) ²	72	30	2,828	2,028	177	86	71	87	27	1,359	13	281
68	Kenova.....	53	27	2,624	2,280	215	104	91	60	26	637	6	126
69	Remainder of County.....	175	69	6,470	4,252	358	196	174	177	75	2,196	29	600

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

²Huntington is in Cabell and Wayne counties. ⁴Nitro is in Kanawha and Putnam counties. ⁵Paden City is in Tyler and Wetzel counties.

Payroll, and Personnel

Kind-of-business group - Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
27	7,121	43	3,235	40	3,002	42	8,547	88	3,860	30	3,706	17	1,438	62	4,206	17	1,127	1	
11	5,244	34	2,996	32	2,171	34	6,987	41	2,183	20	3,087	12	1,177	42	(D)	15	(D)	2	
2	(D)	6	211	3	(D)	5	(D)	11	581	5	(D)	1	(D)	6	253	2	(D)	3	
24	(D)	3	28	5	(D)	3	(D)	36	1,096	5	(D)	4	(D)	14	(D)	4	
13	1,128	18	787	16	738	23	2,841	45	1,516	25	1,435	9	596	25	1,246	4	34	5	
...	3	57	4	287	6	
1	(D)	2	(D)	3	(D)	2	(D)	1	(D)	1	(D)	7	
4	(D)	13	589	8	567	16	1,680	26	1,006	13	916	5	371	13	832	2	(D)	8	
8	256	3	(D)	5	(D)	7	1,161	14	(D)	11	(D)	3	(D)	8	127	2	(D)	9	
11	886	7	719	13	505	6	1,783	23	717	19	1,311	5	326	20	941	4	58	10	
1	(D)	5	(D)	9	282	5	(D)	8	347	10	959	3	(D)	14	808	2	(D)	11	
10	(D)	2	(D)	4	223	1	(D)	15	370	9	352	2	(D)	6	133	2	(D)	12	
37	7,767	56	4,690	38	3,046	44	10,899	82	5,174	25	2,505	19	1,696	76	5,889	17	544	13	
14	5,557	33	3,310	26	2,133	19	6,416	23	1,961	13	1,418	8	919	47	(D)	7	(D)	14	
2	(D)	17	1,274	10	(D)	13	2,985	19	1,377	8	814	8	666	20	1,616	2	(D)	15	
21	(D)	6	106	2	(D)	12	1,498	40	1,836	4	273	3	111	9	(D)	8	98	16	
16	1,273	13	686	14	960	18	2,266	27	1,052	8	456	7	386	24	1,061	10	64	17	
10	773	8	537	8	752	9	2,005	6	353	5	257	3	246	14	508	4	20	18	
4	(D)	5	149	4	(D)	4	90	2	(D)	3	(D)	4	129	19	
2	(D)	2	(D)	9	261	17	609	1	(D)	1	(D)	6	424	6	44	20	
39	5,009	28	2,018	17	1,727	20	5,689	42	1,595	10	2,063	6	(D)	40	3,843	5	(D)	21	
9	2,447	21	1,662	13	1,513	10	3,973	12	561	4	(D)	4	531	16	(D)	5	(D)	22	
30	2,562	7	356	4	214	10	1,716	30	1,034	6	(D)	2	(D)	24	(D)	23	
19	5,962	38	3,511	21	1,941	26	7,366	80	3,280	17	2,251	12	1,386	57	3,803	12	157	24	
10	5,090	35	3,346	19	(D)	21	6,707	45	2,340	14	1,265	9	1,252	49	(D)	9	132	25	
...	...	1	(D)	1	(D)	4	(D)	2	(D)	1	(D)	1	(D)	1	(D)	26	
9	872	2	(D)	1	(D)	1	(D)	33	(D)	2	(D)	2	(D)	7	(D)	3	25	27	
18	455	4	108	4	187	7	2,056	18	409	6	286	2	(D)	12	(D)	6	46	28	
4	(D)	1	(D)	2	(D)	2	(D)	11	360	5	636	1	(D)	12	490	29	
34	2,462	14	757	19	666	17	2,294	34	1,339	11	1,169	4	193	11	362	4	18	30	
8	1,234	10	474	8	349	9	1,206	3	(D)	2	(D)	2	(D)	5	260	2	(D)	31	
26	1,228	4	283	11	317	8	1,088	31	(D)	9	(D)	2	(D)	6	102	2	(D)	32	
23	24,200	89	9,401	39	7,604	34	13,690	74	4,139	36	5,172	25	2,555	114	6,760	64	3,894	33	
20	(D)	85	9,268	36	(D)	32	(D)	57	3,192	32	(D)	23	(D)	108	6,708	62	(D)	34	
3	(D)	4	133	3	(D)	2	(D)	17	947	4	(D)	2	(D)	6	52	2	(D)	35	
17	435	2	(D)	5	1,466	10	273	3	(D)	4	75	2	(D)	2	(D)	36	
4	288	2	(D)	5	301	5	978	5	352	3	479	3	175	8	(D)	37	
24	1,056	3	87	5	263	10	947	25	647	1	(D)	1	(D)	6	1,106	2	(D)	38	
33	1,701	2	(D)	9	233	15	2,448	41	1,193	18	935	6	340	26	(D)	39	
19	1,499	2	(D)	8	172	6	1,819	30	1,255	8	855	1	(D)	8	218	2	(D)	40	
2	(D)	2	(D)	1	(D)	1	(D)	...	(D)	41	
17	(D)	2	(D)	6	(D)	5	(D)	29	(D)	8	(D)	1	(D)	8	218	2	(D)	42	
63	9,401	38	2,831	33	1,612	38	8,543	104	4,477	24	2,030	16	1,251	61	3,104	27	620	43	
18	5,834	32	2,777	25	1,226	22	7,046	32	1,846	9	1,000	11	1,111	42	2,446	23	596	44	
45	3,567	6	54	8	386	16	1,497	72	2,631	15	1,030	5	140	19	658	4	24	45	
24	3,712	16	769	17	1,107	18	3,597	48	1,479	8	859	4	443	28	1,555	4	26	46	
6	2,104	16	769	13	(D)	11	2,847	26	981	5	(D)	4	443	15	1,075	2	(D)	47	
18	1,608	4	(D)	7	750	22	498	3	(D)	13	480	2	(D)	48	
34	1,026	3	31	12	263	11	1,513	17	433	7	261	5	157	9	287	4	12	49	
17	1,158	3	122	10	476	11	1,764	16	495	4	226	3	247	20	625	4	14	50	
5	866	3	122	10	476	10	(D)	8	266	3	(D)	3	247	17	(D)	4	14	51	
12	292	1	(D)	8	229	1	(D)	3	(D)	52	
19	1,142	6	653	10	429	9	2,074	19	630	12	521	2	(D)	15	539	2	(D)	53	
3	698	6	653	10	429	9	2,074	11	376	7	322	2	(D)	12	502	2	(D)	54	
16	444	8	254	5	199	3	37	55	
13	876	6	373	13	578	11	1,833	21	737	11	766	2	(D)	27	917	6	(D)	56	
7	752	6	373	11	(D)	10	(D)	13	528	9	(D)	2	(D)	22	818	5	65	57	
6	124	2	(D)	1	(D)	8	209	2	(D)	5	99	1	(D)	58	
5	265	3	(D)	3	130	10	1,265	10	297	2	(D)	2	(D)	7	336	59	
12	700	7	209	5	212	4	960	21	531	6	268	2	(D)	6	493	60	
2	(D)	61	
10	(D)	7	209	5	212	4	960	21	531	6	268	2	(D)	6	493	62	
18	1,028	18	591	14	504	23	2,863	33	1,357	10	831	3	311	24	662	6	54	63	
1	(D)	18	591	13	(D)	22	(D)	17	841	9	(D)	3	311	21	643	6	54	64	
17	(D)	1	(D)	1	(D)	16	516	1	(D)	3	19	65	
25	1,162	5	116	10	697	12	2,797	30	1,122	4	149	4	197	22	290	12	193	66	
...	...	1	(D)	3	59	5	410	5	324	1	(D)	1	(D)	8	105	8	98	67	
2	(D)	3	(D)	2	(D)	2	(D)	7	334	1	(D)	1	(D)	3	(D)	68	
23	(D)	1	(D)	5	(D)	5	(D)	18	464	2	(D)	2	(D)	11	(D)	4	95	69	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total								Kind-of-business group			
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (unin- corporated businesses only)	Food stores		Eating, drinking places	
		Total	With payroll	Total, all establish- ments	Estab- lishments with payroll		Total	Full workweek		Estab- lish- ments	Sales	Estab- lish- ments	Sales
		(Number)	(Number)	(\$1,000)	(\$1,000)	(\$1,000)	(Number)	(Number)	(Number)	(Number)	(\$1,000)	(Number)	(\$1,000)
1	Webster County.....	133	73	7,064	5,628	562	222	204	141	41	2,525	18	284
2	Wetzel County.....	238	158	13,930	12,826	1,053	537	443	249	63	3,656	39	979
3	New Martinsville.....	91	73	8,050	7,788	665	297	260	96	25	1,770	8	115
4	Paden City (part) ⁵	38	20	876	604	33	31	18	43	13	367	10	161
5	Remainder of County.....	109	65	5,004	4,434	355	209	165	110	25	1,519	21	703
6	Wirt County.....	33	15	1,157	897	57	39	23	41	4	28	2	(0)
7	Wood County.....	686	484	61,667	58,541	7,191	3,097	2,630	684	174	15,116	138	3,480
8	Parkersburg.....	560	418	57,319	55,161	6,940	2,959	2,515	547	132	13,200	110	2,984
9	Vienna.....	9	1	171	(0)	(0)	(0)	(0)	(0)
10	Remainder of County.....	117	65	4,177	(D)	(D)	(D)	(D)	(D)	42	1,916	28	496
11	Wyoming County.....	290	148	18,628	16,096	1,529	609	525	277	115	5,335	33	437
12	Mullens.....	72	56	6,146	6,010	682	279	231	66	14	1,872	10	154
13	Remainder of County.....	218	92	12,482	10,086	847	330	294	211	101	3,463	23	283

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

⁵Paden City is in Tyler and Wetzel counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
26	1,404	3	97	2	(D)	7	1,091	15	764	6	250	1	(D)	10	434	4	66	1
17	1,127	14	653	13	592	16	3,482	35	942	16	1,732	7	289	15	445	3	33	2
2	(D)	10	586	8	334	10	2,536	8	204	7	1,606	3	145	9	348	1	(D)	3
2	(D)	1	(D)	3	(D)	7	122	2	(D)	4
13	734	3	(D)	2	(D)	6	946	20	616	9	126	2	(D)	6	97	2	(D)	5
10	536	1	(D)	1	(D)	7	232	1	(D)	5	103	2	(D)	6
29	11,495	47	4,188	42	3,946	39	9,531	75	3,791	27	3,258	16	1,846	80	4,344	19	672	7
20	11,153	47	4,188	35	3,598	39	9,531	59	3,310	23	2,939	14	(D)	68	(D)	13	638	8
...	2	(D)	3	87	2	(D)	2	(D)	9
9	342	5	(D)	13	394	4	319	2	(D)	10	203	4	(D)	10
47	5,650	12	349	12	690	13	3,803	28	1,006	11	465	3	303	16	590	11
5	921	11	(D)	7	435	8	1,537	5	360	3	146	1	(D)	8	297	12
42	4,729	1	(D)	5	255	5	2,266	23	646	8	319	2	(D)	8	293	13

[illegible]

SCALE
D ID MILES

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two-service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | Retail Trade | Wholesale Trade | Selected Service Trades |
|--|--|--|
| <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins
<input type="checkbox"/> Census Volumes | <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | <input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
- ☐ Public Merchandise Warehouses
☐ 1954 Census of Business—Puerto Rico

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

1954 Census of Business

RETAIL TRADE

January 1956

Series: PR-1-49

WISCONSIN

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the “employer” universe, and those with no paid employment during 1954, i. e., the “non-employer” universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of “Employers”

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of “Non-Employers”

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “non-employer” segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
WISCONSIN

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total	With payroll	Total, all establishments	Establishments with payroll	Total	With payroll	Total, all establishments	Establishments with payroll
	(Number)	(Number)	(\$1,000)	(\$1,000)	(Number)	(Number)	(\$1,000)	(\$1,000)
Total.....	47,844	30,642	3,877,171	3,547,861	46,304	30,925	3,195,354	2,932,903
Food stores.....	8,071	5,007	843,295	751,155	9,376	5,691	660,095	566,739
Eating, drinking places.....	13,921	8,513	376,946	300,462	14,462	8,581	333,958	264,716
General merchandise group.....	1,564	1,130	423,963	413,449	1,436	1,128	405,863	403,866
Apparel, accessories stores.....	2,681	2,065	200,275	190,285	2,546	1,940	195,502	188,083
Furniture, home furnishings, appliance dealers.....	2,383	1,581	177,112	162,404	1,917	1,414	135,554	127,544
Automotive group.....	2,237	1,893	651,047	640,229	2,340	2,059	489,796	483,286
Gasoline service stations.....	4,916	3,016	260,649	219,027	4,560	2,750	152,155	123,037
Lumber, bldg. matls., hardware, farm equipment dealers..	3,710	2,820	399,567	381,335	3,620	3,046	378,762	366,115
Drug stores, proprietary stores.....	1,168	1,062	100,637	98,053	1,188	1,068	82,571	80,006
Other retail stores.....	5,366	3,220	378,071	342,743	4,711	3,139	340,171	308,899
Nonstore retailers.....	1,827	335	65,609	48,719	148	109	20,927	20,612

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total						Kind-of-business group					
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Wisconsin, total.....	47,844	30,642	3,877,171	3,547,861	399,622	162,469	120,498	49,193	8,071	843,295	13,921	376,946
2	Adams County.....	103	49	5,233	4,383	280	156	127	108	15	898	39	604
3	Ashland County.....	334	200	19,389	17,405	1,824	807	629	334	66	4,568	108	1,973
4	Ashland.....	214	148	15,607	14,467	1,603	684	528	218	35	3,174	57	1,397
5	Remainder of County.....	120	52	3,782	2,938	221	123	101	116	31	1,394	51	576
6	Barron County.....	496	344	36,216	33,732	3,166	1,394	1,149	507	67	5,265	102	2,775
7	Rice Lake.....	157	119	14,860	14,164	1,390	600	499	162	19	1,689	32	1,194
8	Remainder of County.....	339	225	21,356	19,568	1,776	794	650	345	48	3,576	70	1,581
9	Bayfield County.....	185	105	6,872	5,646	432	221	169	186	32	1,620	77	1,222
10	Brown County.....	1,385	855	124,185	115,045	13,515	5,728	4,344	1,344	210	26,382	400	11,376
11	De Pere.....	121	69	9,588	8,586	896	373	283	119	19	2,280	40	795
12	Green Bay.....	928	606	94,778	89,200	11,210	4,686	3,549	877	142	19,303	236	8,108
13	Remainder of County.....	336	180	19,819	17,259	1,409	669	512	348	49	4,799	124	2,473
14	Buffalo County.....	200	112	9,926	8,472	771	377	285	225	29	1,436	68	1,412
15	Burnett County.....	162	94	6,016	4,918	381	209	158	167	33	1,503	46	874
16	Calumet County.....	296	168	14,798	13,006	1,165	506	369	309	34	2,202	116	1,900
17	Chippewa County.....	620	352	46,086	41,132	3,934	1,587	1,282	641	102	8,028	181	3,385
18	Bloomer.....	90	54	6,960	6,048	531	233	190	101	14	936	27	501
19	Chippewa Falls.....	259	147	24,466	22,500	2,194	882	727	252	43	3,979	63	1,280
20	Eau Claire (part) ¹	4	2	(0)	(0)	(0)	(0)	(0)	(0)	***	***	3	(0)
21	Remainder of County.....	267	149	(D)	(D)	(D)	(D)	(D)	(D)	45	3,113	88	(D)
22	Clark County.....	471	261	22,871	19,121	1,483	760	579	505	58	3,592	145	2,505
23	Neillsville.....	72	54	4,905	4,595	410	207	155	79	8	682	21	406
24	Remainder of County.....	399	207	17,966	14,526	1,073	553	424	426	50	2,910	124	2,099
25	Columbia County.....	634	432	43,343	39,321	3,440	1,509	1,173	676	96	7,679	150	4,374
26	Columbus.....	111	83	7,435	6,811	573	259	200	123	20	1,345	22	612
27	Portage.....	149	119	14,598	13,982	1,381	574	437	136	19	1,978	32	1,003
28	Remainder of County.....	374	230	21,310	18,528	1,486	676	536	417	57	4,356	96	2,759
29	Crawford County.....	268	154	12,589	10,583	927	468	349	300	53	3,129	72	1,770
30	Prairie du Chien.....	117	81	7,450	6,892	702	337	259	126	16	1,867	34	977
31	Remainder of County.....	151	73	5,139	3,691	225	131	90	174	37	1,262	38	793
32	Dane County.....	2,001	1,465	217,702	206,564	25,457	9,995	7,601	2,038	340	43,767	480	20,500
33	Madison.....	1,235	947	158,967	152,753	20,508	7,884	6,101	1,204	207	31,018	268	13,372
34	Monona.....	12	6	932	842	69	26	23	10	1	(0)	2	(0)
35	Stoughton.....	105	81	7,397	6,897	642	303	216	117	21	1,749	26	806
36	Remainder of County.....	649	431	50,406	46,072	4,238	1,782	1,261	707	111	(D)	184	(D)
37	Dodge County.....	855	555	49,905	44,823	4,044	1,852	1,295	918	123	9,977	270	5,607
38	Beaver Dam.....	231	163	18,837	17,629	1,899	791	570	243	28	3,75	43	1,479
39	Horicon.....	55	43	3,034	2,862	226	106	69	61	7	643	17	296
40	Mayville.....	88	54	5,497	4,819	378	156	116	91	17	1,464	23	423
41	Watertown (part) ²	39	19	1,955	1,673	211	91	76	33	4	266	6	148
42	Waupun (part) ³	44	40	3,165	3,119	245	121	64	53	8	843	9	745
43	Remainder of County.....	398	236	17,417	14,721	1,085	587	400	437	59	2,803	152	2,516
44	Door County.....	370	220	24,610	22,110	2,180	875	695	384	59	5,119	128	3,035
45	Sturgeon Bay.....	181	129	16,200	14,904	1,511	606	467	185	30	3,760	51	1,312
46	Remainder of County.....	189	91	8,410	7,206	669	269	228	199	29	1,359	77	1,723
47	Douglas County.....	649	393	43,247	38,173	4,762	2,034	1,559	665	170	12,319	187	5,292
48	Superior.....	505	335	38,320	34,824	4,408	1,862	1,424	518	138	10,845	132	4,055
49	Remainder of County.....	144	58	4,927	3,349	354	172	135	147	32	1,474	55	1,237
50	Dunn County.....	362	224	23,736	21,396	2,043	928	724	382	44	2,983	93	2,096
51	Menomonie.....	176	120	15,203	14,191	1,488	651	515	182	20	1,913	41	1,125
52	Remainder of County.....	186	104	8,533	7,205	555	277	209	200	20	1,070	52	971
53	Eau Claire County.....	661	495	59,106	56,026	6,706	2,785	2,163	635	117	11,223	152	5,139
54	Eau Claire (part) ¹	509	401	52,185	50,223	6,151	2,486	1,936	472	86	10,023	102	3,627
55	Remainder of County.....	152	94	6,921	5,803	555	299	227	163	31	1,200	50	1,512
56	Florence County.....	73	39	2,196	1,550	116	90	53	77	4	347	46	799
57	Fond du Lac County.....	1,011	693	76,641	71,327	8,019	3,288	2,435	999	170	16,133	279	7,430
58	Fond du Lac.....	540	384	46,494	44,082	5,656	2,294	1,693	501	97	10,572	134	4,372
59	Ripon.....	95	79	8,444	8,038	830	366	259	12	12	1,966	19	685
60	Waupun (part) ³	67	57	6,088	5,938	453	188	128	77	11	1,037	13	335
61	Remainder of County.....	309	173	15,615	13,249	1,080	440	355	329	50	2,558	113	2,038
62	Forest County.....	151	73	6,518	5,060	366	198	146	162	34	1,947	55	681
63	Grant County.....	631	425	39,405	35,925	2,954	1,346	983	737	83	7,130	142	3,537
64	Lancaster.....	86	64	6,855	6,567	617	264	204	101	9	1,200	15	409
65	Platteville.....	130	94	7,974	7,398	666	330	230	143	17	1,872	24	628
66	Remainder of County.....	415	267	24,576	21,960	1,671	752	549	493	57	4,058	103	2,500
67	Green County.....	409	307	35,078	33,016	3,137	1,240	967	468	59	5,572	80	2,605
68	Monroe.....	180	152	18,176	17,566	1,785	714	548	206	20	3,174	33	1,269
69	Remainder of County.....	229	155	16,902	15,330	1,352	526	419	262	39	2,398	47	1,336

Standard Notes: (D) Withheld to avoid disclosure.

(NA) Not available.

XXX Not applicable.

(Z) Less than \$500. ... Represents zero.

¹Eau Claire is in Chippewa and Eau Claire counties.²Watertown is in Dodge and Jefferson counties.³Waupun is in Dodge and Fond du Lac counties.

Payroll, and Personnel

Kind-of-business group - Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
1,564	423,963	2,681	200,275	2,383	177,112	2,237	651,047	4,916	260,649	3,710	399,567	1,168	100,637	5,366	378,071	1,827	65,609	1	
10	657	2	(D)	4	(D)	16	415	7	459	3	116	5	803	2	(D)	2	
10	1,891	22	925	20	1,147	16	4,100	26	1,075	23	1,431	7	(D)	33	1,683	3	(D)	3	
8	(D)	18	897	17	1,119	10	3,232	17	846	14	1,026	5	418	30	1,609	3	(D)	4	
2	(D)	4	28	3	28	6	868	9	229	9	405	2	(D)	3	74	5	
29	6,513	14	921	26	1,403	31	6,547	84	2,859	60	5,149	13	855	58	3,795	12	134	6	
9	2,925	8	691	5	396	10	3,078	25	984	16	1,984	4	355	23	1,468	6	96	7	
20	3,588	6	230	21	1,007	21	3,469	59	1,875	44	3,165	9	500	35	2,327	6	38	8	
16	1,573	6	94	5	88	5	701	19	434	14	732	3	218	8	190	9	
35	16,428	101	8,443	86	7,041	49	19,283	134	5,940	81	9,692	40	3,024	180	14,466	69	2,110	10	
1	(D)	6	461	8	209	4	3,132	15	584	3	286	3	134	22	(D)	11	
18	15,463	89	7,749	68	6,271	30	13,301	86	4,183	48	6,059	32	2,529	123	10,170	56	1,642	12	
16	(D)	6	233	10	561	15	2,850	33	1,173	30	3,347	5	361	35	(D)	13	468	13	
11	875	4	95	7	157	12	2,412	20	492	26	1,957	4	235	15	829	4	26	14	
15	662	5	53	6	(D)	5	801	21	515	17	1,128	3	120	9	148	2	(D)	15	
10	529	12	273	16	445	16	2,532	37	1,445	23	(D)	5	314	23	2,986	4	(D)	16	
35	4,603	27	4,747	26	1,452	32	8,676	56	2,334	56	5,396	13	1,180	73	5,936	19	349	17	
2	(D)	3	117	3	(D)	7	1,925	12	388	7	657	5	208	10	658	18	
8	1,157	18	4,506	15	989	10	4,355	21	1,119	19	2,303	5	533	44	3,942	13	303	19	
...	1	(D)	20	
25	(D)	6	124	8	(D)	15	2,396	23	827	30	2,436	2	(D)	19	1,336	6	46	21	
32	2,279	17	424	10	217	26	3,094	46	1,336	52	3,853	10	573	69	4,978	6	20	22	
5	718	2	(D)	2	(D)	6	1,042	6	288	8	684	2	(D)	12	822	23	
27	1,561	15	(D)	8	(D)	20	2,052	40	1,048	44	3,169	8	(D)	57	4,156	6	20	24	
25	3,359	32	1,206	40	1,488	30	8,111	72	3,213	80	6,995	16	1,233	81	5,395	12	290	25	
3	(D)	4	200	9	440	6	1,495	14	595	12	893	3	210	12	(D)	6	220	26	
9	2,424	12	710	17	825	9	4,201	12	873	16	1,268	5	548	18	768	27	
13	(D)	16	296	14	223	15	2,415	46	1,745	52	4,834	8	475	51	(D)	6	70	28	
7	452	13	667	13	471	9	1,353	29	953	28	1,784	3	(D)	31	(D)	10	152	29	
2	(D)	8	534	8	441	5	1,028	7	492	8	829	1	(D)	18	843	10	152	30	
5	(D)	5	133	5	30	4	325	22	461	20	955	2	(D)	13	(D)	31	
56	20,340	140	15,419	122	10,527	86	37,432	222	13,344	155	27,192	59	5,047	247	20,832	94	3,302	32	
29	18,434	122	14,376	91	8,834	47	29,331	138	9,209	61	14,126	39	3,809	171	14,564	62	1,894	33	
...	34	
3	316	7	350	3	284	8	1,345	8	458	11	1,289	3	228	11	(D)	4	(D)	35	
24	1,590	11	693	28	1,409	31	6,756	73	3,582	81	(D)	17	1,010	64	5,672	25	1,158	36	
26	3,291	32	1,846	49	2,472	46	7,774	90	3,546	96	9,035	18	1,066	76	4,854	29	437	37	
8	1,508	19	1,142	19	1,469	15	3,546	20	1,056	14	2,097	4	506	27	1,863	14	213	38	
1	(D)	2	(D)	4	(D)	4	(D)	3	209	7	562	1	(D)	7	379	2	(D)	39	
2	(D)	4	73	4	216	5	1,362	10	301	9	695	2	(D)	12	678	40	
1	(D)	1	(D)	5	(D)	1	(D)	11	599	3	220	1	(D)	6	44	41	
1	(D)	5	183	4	252	6	240	4	422	2	(D)	5	(D)	42	
13	991	1	(D)	13	296	21	2,259	40	1,141	59	5,039	9	231	24	1,844	7	(D)	43	
17	2,041	8	725	17	600	16	4,263	39	1,426	36	3,859	5	484	41	3,028	4	30	44	
5	1,213	8	725	9	402	12	3,324	14	708	18	1,655	5	484	25	2,587	4	30	45	
12	828	8	198	4	939	25	718	18	2,204	16	441	46	
24	3,996	34	2,226	28	2,195	23	8,060	71	2,914	33	2,399	17	1,407	56	2,405	6	34	47	
18	3,624	32	(D)	26	(D)	20	7,835	48	2,314	24	1,762	16	(D)	49	2,140	2	(D)	48	
6	372	2	(D)	2	(D)	3	225	23	600	9	637	1	(D)	7	265	4	(D)	49	
32	3,236	14	716	24	824	22	4,013	44	2,049	30	2,830	5	486	37	4,159	17	284	50	
6	2,024	13	(D)	15	704	14	3,183	17	1,330	11	1,343	3	(D)	23	2,360	10	184	51	
23	1,272	1	(D)	9	120	8	830	27	719	19	1,487	2	(D)	14	1,799	7	120	52	
17	10,010	60	3,894	29	2,840	35	9,374	89	5,201	41	3,924	14	1,292	77	5,402	30	807	53	
12	9,629	57	3,832	26	2,738	31	8,475	68	4,500	28	3,289	11	1,201	63	4,144	25	727	54	
5	381	3	62	3	102	4	899	21	701	13	635	3	91	14	1,258	5	80	55	
4	178	1	(D)	3	292	10	271	2	(D)	1	(D)	2	(D)	56	
34	5,838	56	4,283	55	3,437	69	14,303	93	5,014	75	9,253	20	2,211	120	7,958	40	781	57	
14	4,669	42	3,691	29	2,606	29	7,716	49	2,745	28	4,139	11	1,762	77	3,631	30	591	58	
2	(D)	11	562	5	(D)	11	2,099	12	414	7	1,004	3	242	12	997	1	(D)	59	
3	(D)	2	(D)	2	(D)	7	1,670	12	775	7	871	1	(D)	9	994	60	
15	626	1	(D)	19	602	22	2,818	20	1,080	33	3,239	5	(D)	22	2,336	9	(D)	61	
7	400	7	217	5	126	6	1,118	21	568	9	1,188	3	153	2	(D)	2	(D)	62	
25	3,049	36	1,231	35	1,568	39	6,296	70	2,517	88	8,737	19	958	65	3,995	28	387	63	
3	(D)	7	308	5	560	8	1,033	10	569	10	1,851	4	(D)	10	510	5	87	64	
4	(D)	10	549	8	365	11	1,216	15	545	15	1,299	2	(D)	15	795	9	114	65	
19	2,469	19	374	22	643	20	4,047	45	1,403	63	5,587	13	619	40	2,690	14	186	66	
20	2,399	24	1,190	22	1,306	27	6,575	39	1,628	54	6,887	11	750	53	5,681	20	485	67	
5	1,274	15	972	16	1,156	15	4,102	17	828	21	2,224	4	376	25	2,529	9	272	68	
15	1,125	9	218	6	150	12	2,473	22	800	33	4,663	7	374	28	3,152	11	213	69	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total	With payroll	Total, all establishments	Establishments with payroll		Total	Full workweek		Establishments	Sales	Establishments	Sales
1	Green Lake County.....	310	202	18,158	16,140	1,396	654	498	316	55	3,644	63	1,421
2	Berlin (part) ⁴	109	81	7,400	6,960	673	333	248	111	12	1,452	19	468
3	Remainder of County.....	201	121	10,758	9,180	723	321	250	205	43	2,192	44	953
4	Iowa County.....	271	165	15,182	13,250	1,000	461	344	298	34	2,548	61	1,450
5	Dodgeville.....	76	56	6,030	5,656	447	193	142	86	10	1,209	9	284
6	Remainder of County.....	195	109	9,152	7,594	553	268	202	212	24	1,339	52	1,166
7	Iron County.....	214	94	7,287	5,505	450	237	190	222	38	2,259	105	1,678
8	Hurley.....	110	58	4,740	3,940	333	164	138	117	14	1,263	57	1,093
9	Remainder of County.....	104	36	2,547	1,565	117	73	52	105	24	996	48	585
10	Jackson County.....	258	146	13,281	11,123	869	451	336	283	30	2,429	86	1,583
11	Black River Falls.....	99	67	6,723	5,989	546	269	208	105	13	1,278	23	471
12	Remainder of County.....	159	79	6,558	5,134	323	182	128	178	17	1,151	63	1,112
13	Jefferson County.....	691	507	53,578	49,972	5,006	2,050	1,516	693	96	11,242	203	5,138
14	Fort Atkinson.....	135	101	12,696	12,000	1,096	459	324	136	23	3,476	32	820
15	Jefferson.....	111	75	6,983	6,217	579	244	173	117	14	1,302	37	1,051
16	Lake Mills.....	55	41	4,256	3,996	323	136	108	57	8	843	8	229
17	Watertown (part) ²	205	163	18,923	18,191	2,117	847	629	185	29	4,317	60	1,446
18	Remainder of County.....	185	127	10,720	9,568	891	364	282	198	22	1,304	66	1,592
19	Juneau County.....	321	207	18,151	16,369	1,364	652	500	344	41	3,079	103	2,156
20	Mauston.....	94	66	7,214	6,654	571	282	209	100	13	1,406	25	692
21	Remainder of County.....	227	141	10,937	9,715	793	370	291	244	28	1,673	78	1,464
22	Kenosha County.....	1,073	685	86,427	79,043	9,597	3,631	2,500	1,126	223	22,995	302	8,484
23	Kenosha.....	832	568	74,667	69,285	8,635	3,207	2,222	868	182	20,290	200	5,887
24	Remainder of County.....	241	117	11,760	9,758	962	424	278	258	41	2,705	102	2,597
25	Kewaunee County.....	274	138	13,231	11,253	1,076	515	394	275	42	2,271	92	1,287
26	Algoma.....	65	49	4,558	3,996	433	227	173	62	11	723	14	292
27	Kewaunee.....	91	45	3,819	3,387	318	144	122	90	13	690	26	292
28	Remainder of County.....	118	44	4,854	3,870	325	144	99	123	18	858	52	703
29	La Crosse County.....	968	702	83,280	78,080	9,114	3,897	3,033	996	164	17,700	289	8,186
30	La Crosse.....	791	567	72,744	68,476	8,248	3,495	2,718	804	143	15,661	227	6,719
31	Onalaska.....	29	19	2,169	1,903	265	94	73	32	2	(D)	10	221
32	Remainder of County.....	148	116	8,367	7,701	601	308	242	160	19	(D)	52	1,246
33	Lafayette County.....	280	174	15,379	13,555	986	472	352	327	37	2,657	60	1,299
34	Langlade County.....	337	195	19,660	17,388	1,684	795	610	338	55	5,046	128	2,232
35	Antigo.....	221	155	16,263	15,133	1,499	705	537	215	34	4,194	63	1,307
36	Remainder of County.....	116	40	3,397	2,255	185	90	73	123	21	852	65	925
37	Lincoln County.....	438	238	22,015	19,017	1,880	823	624	426	63	5,431	157	2,448
38	Merrill.....	224	132	14,217	12,645	1,303	536	425	205	36	3,681	66	1,136
39	Tomahawk.....	125	75	5,722	5,022	451	215	156	125	14	1,365	49	793
40	Remainder of County.....	89	31	2,076	1,350	126	72	43	96	13	385	42	519
41	Manitowoc County.....	994	614	71,490	63,724	6,830	2,903	2,067	1,012	189	16,001	324	6,938
42	Manitowoc.....	472	328	39,946	36,330	4,294	1,821	1,320	469	96	9,840	135	3,512
43	Two Rivers.....	194	116	12,784	11,362	1,258	548	335	205	46	3,451	56	1,137
44	Remainder of County.....	328	170	18,760	16,032	1,278	534	412	338	47	2,710	133	2,229
45	Marathon County.....	985	625	74,596	67,814	7,127	2,966	2,363	978	146	15,809	318	6,815
46	Waueau.....	479	353	48,598	45,638	5,480	2,248	1,793	433	71	9,879	109	2,973
47	Remainder of County.....	506	272	25,998	22,176	1,647	718	570	545	75	5,930	209	3,842
48	Marinette County.....	554	296	33,157	28,571	2,894	1,371	1,029	574	93	8,122	198	4,120
49	Marinette.....	233	147	20,436	18,938	2,173	969	743	226	50	5,458	72	1,582
50	Remainder of County.....	321	149	12,721	9,633	721	402	286	348	43	2,664	126	2,538
51	Marquette County.....	180	88	7,698	5,964	423	223	173	184	30	1,693	54	1,015
52	Milwaukee County.....	10,301	6,465	1,148,247	1,066,321	137,469	52,394	37,532	10,392	2,041	266,246	3,066	110,174
53	Cudahy.....	202	112	14,064	11,570	1,336	554	387	215	39	4,323	74	1,868
54	Fox Point.....	5	1	244	(O)	(O)	(O)	(O)	(O)	2	(O)
55	Greendale.....	13	9	1,554	(D)	(D)	(D)	(D)	(D)	1	(D)	3	89
56	Milwaukee.....	8,507	5,251	932,382	863,354	116,356	44,359	32,028	8,580	1,713	203,813	2,569	92,419
57	Shorewood.....	100	82	14,062	13,636	1,331	531	350	95	20	6,501	7	384
58	South Milwaukee.....	174	96	14,560	12,534	1,042	421	309	201	34	3,964	52	1,454
59	Wauwatosa.....	280	208	40,464	39,036	4,165	1,560	1,016	273	50	12,443	45	2,395
60	West Allis.....	598	392	89,577	84,971	8,581	3,001	2,215	622	119	20,995	183	6,344
61	West Milwaukee.....	40	32	2,755	2,669	311	180	75	39	4	(O)	20	735
62	Whitefish Bay.....	65	53	10,164	9,944	1,176	427	285	49	12	4,514	2	(O)
63	Remainder of County.....	317	229	28,421	27,001	2,914	1,267	804	295	49	8,428	109	4,234
64	Monroe County.....	431	295	27,190	24,380	2,122	1,048	779	466	72	6,127	106	2,951
65	Sparta.....	128	92	7,931	7,477	698	319	242	137	19	2,038	22	743
66	Tomah.....	114	92	10,997	10,605	994	500	390	119	17	2,150	34	1,239
67	Remainder of County.....	189	111	8,262	6,298	426	229	147	210	36	1,939	50	969
68	Oconto County.....	472	204	20,067	16,131	1,223	576	439	480	59	3,756	180	2,470
69	Oconto.....	145	73	7,115	6,247	514	225	170	142	23	1,701	45	654
70	Remainder of County.....	327	131	12,952	9,884	709	351	269	338	36	2,055	135	1,816
71	Oneida County.....	475	285	27,074	23,704	2,395	1,001	781	476	67	7,194	174	3,241
72	Rhinelander.....	232	138	17,202	15,444	1,666	680	534	233	41	4,680	67	1,248
73	Remainder of County.....	243	147	9,872	8,260	735	321	247	243	26	2,514	107	1,993

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXXX Not applicable. (Z) Less than \$500. ... Represents zero.

²Watertown is in Dodge and Jefferson counties.

⁴Berlin is in Green Lake and Waushara counties.

BY COUNTIES: CITIES OF 2500 INHABITANTS OR MORE—Continued

7

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
13	1,025	14	678	23	752	18	3,464	29	1,101	44	4,178	7	338	39	1,465	5	92	
6	620	12	(D)	9	424	8	1,699	12	459	10	1,023	3	192	18	(D)	
7	405	2	(D)	14	328	10	1,765	17	642	34	3,155	4	146	21	(D)	5	92	
15	800	10	238	13	585	13	2,983	45	1,506	39	3,055	7	281	24	1,654	10	82	
6	257	3	86	6	165	5	1,589	9	413	12	1,178	2	(D)	10	(D)	4	32	
9	543	7	152	7	420	8	1,394	36	1,093	27	1,877	5	(D)	14	(D)	6	50	
8	334	7	(D)	7	163	1	(D)	23	436	7	1,146	4	184	12	444	2	(D)	
1	(D)	6	(D)	5	(D)	1	(D)	13	239	4	926	2	(D)	7	259	
7	(D)	1	(D)	2	(D)	10	197	3	220	2	(D)	5	185	2	(D)	
12	1,113	10	379	4	(D)	13	2,803	34	1,097	36	1,972	4	228	23	1,473	6	(D)	
3	407	8	(D)	2	(D)	10	1,925	10	512	11	850	2	(D)	13	558	4	34	
9	706	2	(D)	2	(D)	3	878	24	585	25	1,122	2	(D)	10	915	2	(D)	
21	3,569	45	1,985	36	2,179	40	10,144	61	3,260	75	8,080	12	1,258	75	6,248	27	475	
3	(D)	11	748	10	485	9	2,662	11	778	12	2,065	3	365	17	745	4	(D)	
1	(D)	7	199	3	358	6	1,133	11	669	6	907	2	(D)	16	936	8	88	
5	302	4	82	4	139	4	1,082	6	257	6	395	1	(D)	7	776	2	(D)	
6	1,942	18	871	13	805	13	3,931	11	692	25	2,661	5	541	19	1,448	6	269	
6	633	5	85	6	392	8	1,336	22	864	26	2,052	1	(D)	16	2,343	7	(D)	
15	674	12	481	12	487	18	4,484	43	1,611	30	2,137	7	368	34	2,543	6	131	
4	364	6	285	6	295	5	1,915	9	366	10	881	2	(D)	10	790	4	(D)	
11	310	6	196	6	192	13	2,569	34	1,245	20	1,256	5	(D)	24	1,753	2	(D)	
22	5,471	63	5,641	63	4,408	44	13,425	101	5,757	65	8,252	26	2,744	120	7,748	44	1,502	
19	(D)	61	(D)	58	4,333	36	12,700	81	4,979	38	5,889	24	(D)	98	6,415	35	734	
3	(D)	2	(D)	5	75	8	725	20	778	27	2,363	2	(D)	22	1,333	9	768	
12	1,174	10	371	15	680	16	2,283	15	679	27	2,243	5	272	28	1,879	12	92	
3	(D)	4	194	5	248	7	1,123	3	143	7	714	2	(D)	7	162	2	(D)	
3	(D)	5	(D)	4	(D)	6	486	5	310	9	345	2	(D)	10	1,124	8	78	
6	247	1	(D)	6	(D)	3	674	7	226	11	1,184	1	(D)	11	593	2	(D)	
19	9,578	76	5,127	46	4,267	40	12,265	92	4,624	67	6,502	17	1,587	111	10,101	47	2,743	
13	9,230	69	5,563	41	3,955	34	10,738	69	3,822	50	5,251	14	1,406	94	8,664	37	1,685	
1	(D)	3	48	2	(D)	3	168	5	198	3	(D)	
5	(D)	4	116	3	(D)	6	1,477	20	634	17	1,251	3	181	12	1,239	7	(D)	
10	697	12	211	8	210	18	3,131	36	994	57	3,845	5	174	21	1,995	16	166	
10	2,246	18	769	17	780	15	2,834	38	1,637	17	2,085	5	367	29	1,600	5	64	
6	(D)	18	769	16	(D)	10	2,233	26	1,296	14	(D)	4	(D)	27	(D)	3	(D)	
4	(D)	1	(D)	5	601	12	341	3	(D)	1	(D)	2	(D)	2	(D)	
14	1,328	24	562	20	554	23	4,488	49	1,851	31	2,483	8	618	33	2,146	16	106	
8	966	18	357	11	355	15	3,137	21	932	17	1,599	5	360	21	1,678	6	16	
4	(D)	6	205	7	(D)	6	(D)	14	644	9	612	3	258	9	405	4	30	
2	(D)	2	(D)	2	(D)	14	275	5	272	3	63	6	60	
32	7,768	57	2,688	45	3,836	56	12,446	76	3,709	71	6,938	16	1,110	97	9,787	31	269	
9	5,502	36	2,033	29	2,879	26	7,412	36	1,890	29	2,807	8	553	56	3,374	12	144	
8	1,370	13	506	12	712	9	2,037	14	657	10	846	3	395	12	1,600	11	73	
15	896	8	149	4	245	21	2,997	26	1,162	32	3,285	5	162	29	4,813	8	52	
28	8,474	41	3,020	41	3,838	59	13,222	104	4,441	88	8,186	17	1,484	100	8,218	43	1,089	
13	7,536	37	2,878	26	3,449	30	9,526	47	2,266	38	4,542	12	1,201	66	3,373	30	975	
15	938	4	142	15	389	29	3,696	57	2,175	50	3,644	5	283	34	4,845	13	114	
32	5,326	21	1,367	12	991	23	5,096	70	2,338	41	3,435	8	458	45	1,709	11	195	
7	4,572	18	1,282	5	577	12	3,479	22	1,155	8	1,025	4	295	25	(D)	10	(D)	
25	754	3	85	7	414	11	1,617	48	1,183	33	2,410	4	163	20	(D)	1	(D)	
9	524	3	29	4	38	5	1,113	19	557	26	1,061	3	137	18	1,440	9	91	
180	172,035	710	74,425	502	57,736	301	180,943	949	83,119	360	59,492	354	34,248	1,319	84,715	519	25,114	
2	(D)	12	450	6	190	8	2,433	19	1,223	8	1,389	4	210	27	1,376	3	(D)	
...	
1	(D)	1	(D)	3	(D)	1	(D)	3	251	
141	166,186	609	65,426	429	53,065	240	141,212	702	44,809	281	44,268	288	27,378	1,078	71,003	457	22,803	
5	138	10	775	4	212	2	(D)	20	1,546	2	(D)	9	1,275	17	567	4	(D)	
4	437	10	465	8	513	8	4,438	21	999	7	611	5	416	19	1,199	6	64	
6	468	19	2,578	20	918	7	7,012	44	3,018	16	7,360	16	1,764	45	2,341	12	167	
12	3,109	27	2,587	19	1,495	24	18,584	80	27,046	20	2,878	20	1,714	78	3,813	16	1,012	
1	(D)	1	(D)	10	863	2	(D)	2	(D)	
2	(D)	10	1,342	5	366	1	(D)	6	700	4	(D)	5	880	10	1,022	8	132	
6	614	12	(D)	10	(D)	11	4,181	47	2,915	19	2,180	4	481	40	3,090	10	551	
17	1,903	22	967	21	909	13	3,487	51	2,293	54	3,962	8	668	49	3,774	18	149	
4	688	10	378	5	227	4	1,112	12	601	15	887	3	281	25	921	...	55	
5	581	8	533	7	388	4	1,589	14	1,061	13	1,242	2	(D)	7	1,877	3	(D)	
8	634	4	56	9	294	5	786	25	631	26	1,833	3	(D)	17	976	6	(D)	
19	1,567	20	731	19	749	23	3,354	55	1,696	36	3,489	6	336	40	1,645	15	274	
2	(D)	15	520	7	268	10	1,707	8	194	6	943	3	235	20	(D)	6	42	
17	(D)	5	211	12	481	13	1,647	47	1,502	30	2,546	3	101	20	(D)	9	232	
13	2,318	29	1,822	17	1,376	34	4,483	60	2,229	28	2,535	10	771	37	1,047	6	58	
4	1,863	18	1,468	13	1,260	16	2,845	30	1,289	11	1,206	5	484	21	801	6	58	
9	455	11	354	4	116	18	1,638	30	940	17	1,329	5	287	16	246	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Outagamie County.....	1,065	717	98,803	92,687	10,215	4,203	3,092	1,054	179	20,621	276	6,282
2	Appleton.....	545	393	66,424	63,480	7,649	3,087	2,244	516	85	14,027	109	3,427
3	Kaukauna.....	136	94	9,843	9,173	866	385	293	145	22	2,326	47	863
4	Kimberly.....	22	16	1,366	1,228	88	40	22	28	4	503	7	132
5	Little Chute.....	63	33	3,142	2,554	298	105	80	70	15	895	22	325
6	New London (part) ⁵	21	9	604	604	43	16	8	19	4	(D)	5	40
7	Remainder of County.....	278	172	17,358	15,648	1,271	570	445	276	49	(D)	86	1,495
8	Ozaukee County.....	386	230	28,201	25,289	2,354	998	669	405	60	5,361	126	4,053
9	Cedarburg.....	77	51	6,157	5,659	479	205	157	84	9	1,233	21	761
10	Port Washington.....	110	76	8,339	7,755	650	307	190	117	23	1,672	31	837
11	Remainder of County.....	199	103	13,705	11,875	1,225	486	322	204	28	2,456	74	2,455
12	Pepin County.....	113	83	8,141	7,423	534	282	209	122	18	1,377	27	750
13	Pierce County.....	308	214	19,844	17,782	1,510	745	570	329	50	3,783	86	2,175
14	River Falls (part) ⁶	67	53	6,457	6,289	661	312	250	70	7	1,242	16	511
15	Remainder of County.....	241	161	13,387	11,493	849	433	320	259	43	2,541	70	1,664
16	Polk County.....	359	229	23,781	21,125	1,793	751	608	362	45	3,328	75	1,830
17	Portage County.....	500	308	29,707	26,773	2,811	1,268	1,029	472	71	6,888	167	3,096
18	Stevens Point.....	318	206	22,660	21,040	2,389	1,055	865	287	46	5,383	95	1,937
19	Remainder of County.....	182	102	7,047	5,733	422	213	164	185	25	1,505	72	1,159
20	Price County.....	269	157	13,331	11,865	1,085	461	383	265	33	3,195	108	1,428
21	Park Falls.....	82	50	5,563	5,211	519	196	173	78	9	1,202	33	818
22	Remainder of County.....	187	107	7,768	6,654	566	265	210	187	24	1,993	75	910
23	Racine County.....	1,458	1,018	130,516	121,766	14,492	5,439	3,821	1,564	268	32,545	379	10,367
24	Burlington.....	159	103	17,124	15,946	1,795	620	495	167	27	3,234	30	799
25	Racine.....	1,021	763	97,015	91,657	11,400	4,251	2,954	1,089	196	25,292	254	7,293
26	Remainder of County.....	278	152	16,377	14,163	1,297	568	372	308	45	4,019	95	2,275
27	Richland County.....	259	153	18,659	16,555	1,566	733	573	269	52	3,480	48	1,082
28	Richland Center.....	144	104	14,449	13,629	1,375	612	478	143	32	2,697	16	472
29	Remainder of County.....	115	49	4,210	2,926	191	121	95	126	20	783	32	610
30	Rock County.....	1,228	918	119,524	112,798	12,495	4,982	3,682	1,325	174	24,165	286	9,860
31	Beloit.....	410	332	48,564	46,682	5,522	2,152	1,630	433	65	10,412	88	3,182
32	Edgerton.....	80	66	6,455	6,139	492	217	135	100	14	1,666	19	611
33	Evansville.....	71	45	4,078	3,586	356	171	148	79	9	949	16	358
34	Janesville.....	426	312	43,733	41,811	4,851	1,905	1,412	442	57	9,252	97	3,429
35	Remainder of County.....	241	163	16,694	15,210	1,274	537	357	271	29	1,886	66	2,280
36	Rusk County.....	206	120	11,293	10,099	933	404	343	208	26	2,105	68	1,018
37	Ladysmith.....	89	69	7,079	6,659	633	263	224	91	14	1,338	20	460
38	Remainder of County.....	117	51	4,214	3,440	300	141	119	117	12	567	48	558
39	St. Croix County.....	370	252	25,086	22,244	2,270	1,045	766	370	66	4,871	110	3,297
40	Hudson.....	57	47	4,664	4,384	522	241	178	60	11	943	15	414
41	New Richmond.....	90	66	7,817	7,097	747	298	238	81	17	1,500	22	642
42	River Falls (part) ⁶	10	4	296	(D)	(D)	(D)	(D)	(D)	3	46	3	46
43	Remainder of County.....	213	135	12,309	(D)	(D)	(D)	(D)	(D)	38	2,428	70	2,195
44	Sauk County.....	583	397	40,604	36,834	3,839	1,579	1,220	612	91	8,482	145	4,708
45	Baraboo.....	192	140	14,018	12,948	1,398	591	443	206	33	3,530	37	1,055
46	Reedsburg.....	84	74	9,568	9,394	1,031	391	337	73	15	1,640	13	570
47	Remainder of County.....	307	183	17,018	14,492	1,410	597	440	333	43	3,312	95	3,083
48	Sawyer County.....	189	99	9,123	7,597	736	334	272	196	31	2,436	63	1,059
49	Shawano County.....	519	273	27,376	23,188	2,160	1,018	807	536	78	5,355	175	2,920
50	Shawano.....	210	120	14,170	12,564	1,362	592	475	200	38	3,125	60	1,156
51	Remainder of County.....	309	153	13,206	10,624	798	426	332	336	40	2,230	115	1,764
52	Sheboygan County.....	1,068	684	87,466	79,560	9,536	3,687	2,812	1,079	195	19,842	310	7,760
53	Plymouth.....	105	79	7,593	6,783	698	332	218	108	22	2,340	23	663
54	Sheboygan.....	643	423	61,147	56,641	7,512	2,780	2,182	640	124	14,206	180	5,165
55	Sheboygan Falls.....	72	44	4,318	3,714	378	170	108	74	8	841	21	460
56	Remainder of County.....	248	138	14,408	12,422	948	405	304	257	41	2,455	86	1,472
57	Taylor County.....	261	125	12,316	9,686	866	405	321	282	39	2,696	94	1,547
58	Medford.....	111	73	7,158	6,392	645	262	224	116	15	1,491	20	556
59	Remainder of County.....	150	52	5,159	3,294	221	143	97	166	24	1,205	74	1,191
60	Trempealeau County.....	343	255	20,641	18,681	1,547	785	632	347	47	3,498	89	2,091
61	Vernon County.....	377	231	19,204	16,668	1,430	714	554	428	69	4,220	78	1,538
62	Viroqua.....	115	75	8,221	7,479	692	363	275	124	21	1,848	10	298
63	Remainder of County.....	262	156	10,983	9,189	738	351	279	304	48	2,372	68	1,240
64	Vilas County.....	294	174	12,491	10,549	902	383	326	308	39	3,440	107	2,046
65	Walworth County.....	793	533	59,000	53,626	5,485	2,231	1,551	871	111	12,334	231	7,100
66	Delavan.....	108	82	9,566	8,958	912	367	258	123	15	2,301	31	986
67	Elkhorn.....	98	62	8,053	7,641	806	315	231	106	10	1,614	19	633
68	Lake Geneva.....	130	94	11,197	10,465	1,097	462	315	132	19	2,709	47	1,419
69	Whitewater.....	116	80	8,766	8,118	706	340	209	122	15	1,855	23	684
70	Remainder of County.....	341	215	21,418	18,444	1,964	747	538	388	52	3,855	111	3,378
71	Washburn County.....	210	138	12,209	11,031	953	415	323	207	28	2,121	67	1,268
72	Spooner.....	92	68	6,738	6,252	624	274	211	87	12	1,309	21	460
73	Remainder of County.....	118	70	5,471	4,779	329	141	112	120	16	812	46	808

Standard Notes: (D) Withheld to avoid disclosure.
New London is in Outagamie and Waupaca counties.(NA) Not available. XXX Not applicable. (Z) Less than \$500.
River Falls is in Pierce and St. Croix counties.

... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
28	15,437	63	4,602	59	5,772	53	16,587	106	5,103	84	9,134	21	2,418	146	11,142	50	1,705	
11	13,902	49	4,044	46	4,979	29	9,811	53	2,530	38	4,652	12	1,556	82	6,164	31	1,332	
3	203	5	363	6	235	7	3,036	12	(D)	10	972	6	630	16	637	2	(D)	
...	...	1	(D)	1	(D)	5	255	1	(D)	1	(D)	2	(D)	
2	(D)	1	(D)	2	(D)	2	(D)	9	514	3	441	1	(D)	4	220	2	(D)	
...	1	(D)	2	(D)	1	(D)	4	(D)	4	16	
12	(D)	7	(D)	5	(D)	13	3,315	25	1,078	31	(D)	...	(D)	38	3,823	11	335	
9	1,071	15	499	24	1,116	23	6,224	45	2,623	30	4,318	8	641	31	2,093	15	202	
2	(D)	5	244	6	259	6	650	9	608	5	815	2	(D)	10	769	2	(D)	
3	(D)	6	155	5	272	6	3,288	10	442	6	505	3	(D)	11	584	6	(D)	
4	212	4	100	13	585	11	2,286	26	1,573	19	2,998	3	204	10	740	7	96	
3	159	6	243	3	196	6	1,768	12	433	23	2,004	4	233	9	(D)	2	(D)	
16	885	13	389	9	666	21	4,636	39	1,421	38	2,852	8	514	23	2,445	5	78	
4	267	6	206	3	438	5	1,623	11	432	7	740	2	(D)	6	(D)	
12	618	7	183	6	228	16	3,013	28	989	31	2,112	6	(D)	17	(D)	5	78	
30	2,125	9	437	12	305	22	4,573	50	1,768	65	5,373	9	(D)	40	3,387	2	(D)	
20	2,276	31	2,389	22	1,754	28	5,376	41	1,540	39	2,806	9	1,025	58	2,111	14	446	
8	1,890	29	(D)	18	1,721	19	4,260	26	1,311	20	1,547	7	(D)	41	1,066	9	266	
12	386	2	(D)	4	33	9	1,116	15	229	19	1,259	2	(D)	17	1,045	5	180	
10	726	12	677	13	589	17	3,189	24	903	21	1,687	6	338	18	514	7	85	
3	139	6	393	6	374	6	1,856	4	164	5	538	2	(D)	5	(D)	3	19	
7	587	6	284	7	215	11	1,333	20	739	16	1,149	4	(D)	13	(D)	4	66	
35	9,518	113	7,616	74	7,665	66	21,148	142	8,594	88	13,545	44	4,574	187	13,522	62	1,422	
5	1,099	15	(D)	10	684	9	2,516	12	872	16	2,961	3	(D)	21	3,720	11	130	
24	7,973	96	6,723	51	6,687	45	16,962	91	6,533	41	6,316	39	4,022	151	8,420	33	794	
6	446	2	(D)	13	294	12	1,670	39	1,189	31	4,268	2	(D)	15	1,382	18	498	
16	1,467	14	459	10	668	16	3,602	31	1,279	34	2,980	7	391	23	3,159	8	92	
7	1,251	14	459	7	631	11	2,878	11	789	21	2,298	3	322	14	2,560	8	92	
9	216	3	37	5	724	20	490	13	682	4	69	9	599	
43	11,203	102	7,197	88	6,351	70	21,084	119	6,543	104	13,087	30	3,103	166	14,740	46	2,191	
10	4,966	44	3,725	34	2,941	21	9,333	40	2,557	20	4,615	17	1,557	53	4,387	18	889	
3	152	5	404	4	215	5	1,315	7	390	9	634	2	(D)	10	796	2	(D)	
2	(D)	9	99	7	91	5	612	5	329	11	345	1	(D)	9	756	2	(D)	
14	5,047	35	2,721	32	2,698	21	7,522	45	2,481	25	3,673	8	1,088	72	4,760	20	1,062	
13	(D)	14	248	11	406	18	2,302	22	786	39	3,820	2	(D)	22	4,041	4	(D)	
13	1,596	4	153	9	363	10	2,019	26	655	21	1,787	3	249	23	1,303	3	45	
5	737	4	153	6	317	6	1,658	8	342	8	874	2	(D)	15	749	1	(D)	
8	859	3	46	4	361	18	313	13	913	1	(D)	8	554	2	(D)	
13	1,241	11	543	9	385	19	4,199	34	1,326	47	4,764	8	645	41	3,495	12	320	
3	(D)	1	(D)	1	(D)	7	1,122	5	274	8	1,035	2	(D)	4	(D)	
3	(D)	5	312	7	(D)	7	2,038	3	133	9	1,223	3	200	12	993	2	(D)	
...	1	(D)	4	138	2	(D)	
7	377	5	(D)	1	(D)	5	1,039	25	(D)	26	2,368	3	(D)	25	(D)	8	156	
25	2,984	25	1,082	31	1,605	44	7,508	62	2,483	57	5,235	13	868	57	5,354	33	295	
6	1,082	10	628	15	872	19	2,898	21	950	16	1,738	3	(D)	13	807	19	(D)	
4	1,138	4	128	5	266	11	2,884	8	365	11	1,505	3	(D)	8	1,385	2	(D)	
15	764	11	326	11	467	14	2,326	33	1,168	30	1,992	7	318	36	3,162	12	100	
19	927	3	(D)	8	223	8	1,591	19	572	9	971	3	251	24	935	2	(D)	
25	3,590	18	678	25	999	22	4,524	48	1,430	55	4,427	8	494	47	2,651	18	288	
7	1,558	13	585	12	620	9	2,498	23	829	17	2,243	4	337	18	1,127	9	92	
18	2,032	5	93	13	379	13	2,026	25	621	38	2,184	4	157	29	1,524	9	196	
26	14,247	51	2,956	53	3,590	62	12,401	105	5,723	78	9,803	27	2,067	119	8,047	42	1,030	
4	(D)	6	191	10	600	4	846	10	396	13	943	4	256	8	592	1	(D)	
13	12,625	40	2,666	33	2,641	34	8,191	65	4,126	30	4,973	19	1,607	79	4,229	26	718	
1	(D)	3	(D)	7	291	3	727	11	515	4	798	2	(D)	10	374	2	(D)	
8	849	2	(D)	3	58	21	2,637	19	686	31	3,089	2	(D)	22	2,852	13	227	
10	487	7	506	8	438	13	2,077	29	998	26	1,784	6	229	23	1,478	6	76	
5	292	6	(D)	7	(D)	9	1,727	16	571	13	853	2	(D)	16	822	2	(D)	
5	195	1	(D)	1	(D)	4	350	13	427	13	931	4	(D)	7	656	4	(D)	
21	1,870	9	292	15	810	21	3,149	45	1,528	49	3,697	8	379	35	3,241	4	86	
20	1,103	18	994	24	663	13	2,295	50	1,637	48	3,399	8	546	36	2,689	13	120	
3	(D)	10	580	10	328	7	1,492	16	585	15	1,109	3	282	16	(D)	4	14	
17	(D)	8	414	14	335	6	803	34	1,052	33	2,290	5	264	20	(D)	9	106	
12	781	11	356	10	232	14	1,821	37	875	18	1,535	4	229	37	1,141	5	35	
31	2,925	36	1,847	53	1,643	57	12,469	74	4,116	63	8,891	15	1,513	86	5,328	36	834	
4	(D)	10	567	6	331	12	3,041	9	551	7	670	3	332	10	421	1	(D)	
3	(D)	6	319	13	365	9	1,698	13	691	7	1,889	2	(D)	11	337	5	70	
3	(D)	5	428	5	240	7	2,785	15	912	6	773	2	(D)	17	545	4	(D)	
3	196	7	371	14	426	8	1,729	11	513	13	1,424	3	243	13	1,271	6	54	
18	1,283	8	162	15	281	21	3,216	26	1,449	30	4,135	5	502	35	2,754	20	403	
14	1,105	4	276	7	292	13	3,418	29	1,102	24	1,475	2	(D)	15	698	7	(D)	
7	851	3	(D)	5	(D)	7	(D)	12	733	14	983	1	(D)	5	204	5	78	
7	254	1	(D)	2	(D)	6	(D)	17	369	10	492	1	(D)	10	494	2	(D)	

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Washington County.....	595	357	38,605	34,173	3,427	1,384	1,034	597	84	8,726	201	4,810
2	Hartford.....	121	85	9,177	8,585	909	388	277	114	16	2,034	38	647
3	West Bend.....	178	122	14,851	13,741	1,406	565	435	172	26	3,321	55	1,949
4	Remainder of County.....	296	150	14,577	11,847	1,112	431	322	311	42	3,371	108	2,214
5	Waukesha County.....	1,212	758	97,297	87,591	8,907	3,434	2,485	1,264	189	23,544	354	9,446
6	Oconomowoc.....	166	106	12,407	11,199	1,197	462	357	171	20	3,400	42	1,010
7	Waukesha.....	334	232	38,036	35,518	3,951	1,506	1,089	323	56	9,606	72	2,456
8	Remainder of County.....	712	420	46,854	40,874	3,759	1,466	1,039	770	113	10,538	240	5,980
9	Waupaca County.....	594	418	35,750	32,806	3,171	1,462	1,123	638	85	6,905	163	3,282
10	Clintonville.....	107	85	8,346	7,960	893	380	32	111	13	1,407	24	462
11	New London (part) ⁵	104	72	6,934	6,352	577	291	204	106	17	1,521	29	581
12	Waupaca.....	119	89	8,994	8,470	813	347	270	138	21	2,023	19	649
13	Remainder of County.....	264	172	11,476	10,044	888	444	347	283	34	1,954	91	1,590
14	Waushara County.....	230	160	13,831	12,505	1,017	440	335	247	36	2,149	65	1,363
15	Berlin (part) ⁴	2	***	(O)	***	***	***	***	(D)	***	***	***	***
16	Remainder of County.....	228	160	(D)	12,505	1,017	440	335	(D)	36	2,149	65	1,363
17	Winnebago County.....	1,186	822	106,714	98,960	12,224	5,055	3,826	1,143	220	24,358	337	10,314
18	Menasha.....	172	122	11,276	10,216	1,124	492	332	167	26	2,274	50	1,407
19	Neenah.....	200	150	18,690	17,698	2,147	801	607	172	39	5,765	49	1,175
20	Oshkosh.....	620	436	65,737	61,387	8,027	3,268	2,549	600	125	14,100	158	5,334
21	Remainder of County.....	194	114	11,011	9,659	926	494	338	204	30	2,219	80	2,398
22	Wood County.....	715	479	56,842	51,962	5,357	2,359	1,838	720	114	12,402	201	4,479
23	Marshfield.....	221	157	23,066	21,410	2,436	1,007	807	225	20	4,342	62	1,559
24	Wisconsin Rapids.....	269	179	22,381	20,579	2,198	988	777	274	60	5,523	63	1,585
25	Remainder of County.....	225	143	11,395	9,973	723	364	254	221	34	2,537	76	1,375

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXXX Not applicable. (Z) Less than \$500. ... Represents zero.

⁴Berlin is in Green Lake and Waushara counties.

⁵New London is in Outagamie and Waupaca counties.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. mats., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
22	2,910	30	1,201	43	2,017	30	4,952	50	2,668	48	5,834	9	631	60	4,438	18	418	1
3	441	9	435	13	357	10	1,986	6	428	8	1,788	4	256	11	780	3	25	2
8	1,375	13	682	7	818	14	2,321	14	979	12	1,061	3	(D)	19	1,799	7	(D)	3
11	1,094	8	84	23	842	6	645	30	1,261	28	2,985	2	(D)	30	1,859	8	(D)	4
23	3,676	52	3,787	51	3,352	60	20,396	127	7,060	106	13,407	28	2,876	148	8,199	74	1,554	5
3	(D)	10	602	11	635	11	2,394	13	923	15	1,334	3	466	24	(D)	14	208	6
7	2,543	21	2,327	17	1,547	17	9,055	40	2,141	24	4,092	8	1,100	55	2,898	17	271	7
13	(D)	21	858	23	1,170	32	8,947	74	3,996	67	7,981	17	1,310	69	(D)	43	1,075	8
21	2,108	32	1,498	28	1,480	37	6,674	63	2,607	71	5,789	15	832	64	4,018	15	557	9
4	918	5	290	4	308	8	1,984	10	470	11	1,092	4	350	19	940	5	125	10
4	586	8	317	4	(D)	5	719	14	874	11	1,404	3	(D)	6	334	3	(D)	11
1	(D)	9	639	8	520	12	1,927	17	637	15	1,448	2	(D)	14	690	1	(D)	12
12	(D)	10	252	12	(D)	12	2,044	22	626	34	1,845	6	201	25	2,054	6	36	13
17	892	3	(D)	10	456	15	3,771	37	1,118	31	2,576	6	238	7	(D)	3	15	14
2	(D)	***	***	***	***	***	***	***	***	***	***	***	***	***	***	***	***	15
15	(D)	3	(D)	10	456	15	3,771	37	1,118	31	2,576	6	238	7	(D)	3	15	16
25	8,375	81	4,969	78	5,997	54	14,289	96	5,967	86	9,097	24	2,633	141	11,039	44	9,676	17
2	(D)	10	489	13	923	8	1,296	14	1,582	13	1,769	4	298	24	789	8	(D)	18
3	1,053	19	969	14	1,278	9	2,638	17	700	16	2,768	5	(D)	28	1,772	1	(D)	19
13	6,459	52	3,511	43	3,596	31	9,613	53	3,212	34	2,866	13	1,700	70	6,225	28	9,121	20
7	(D)	***	***	8	200	6	742	12	473	23	1,694	2	(D)	19	2,253	7	190	21
18	5,696	37	2,049	41	2,791	43	10,328	78	4,133	62	6,137	14	1,636	87	5,931	20	1,260	22
6	2,408	14	1,170	14	1,258	20	4,500	19	1,634	18	2,219	6	747	30	2,164	12	1,065	23
6	2,941	20	801	16	958	13	3,968	28	1,533	17	2,359	5	703	35	(D)	6	(D)	24
6	347	3	78	11	575	10	1,860	31	966	27	1,559	3	186	22	(D)	2	(D)	25

WISCONSIN (71 COUNTIES)

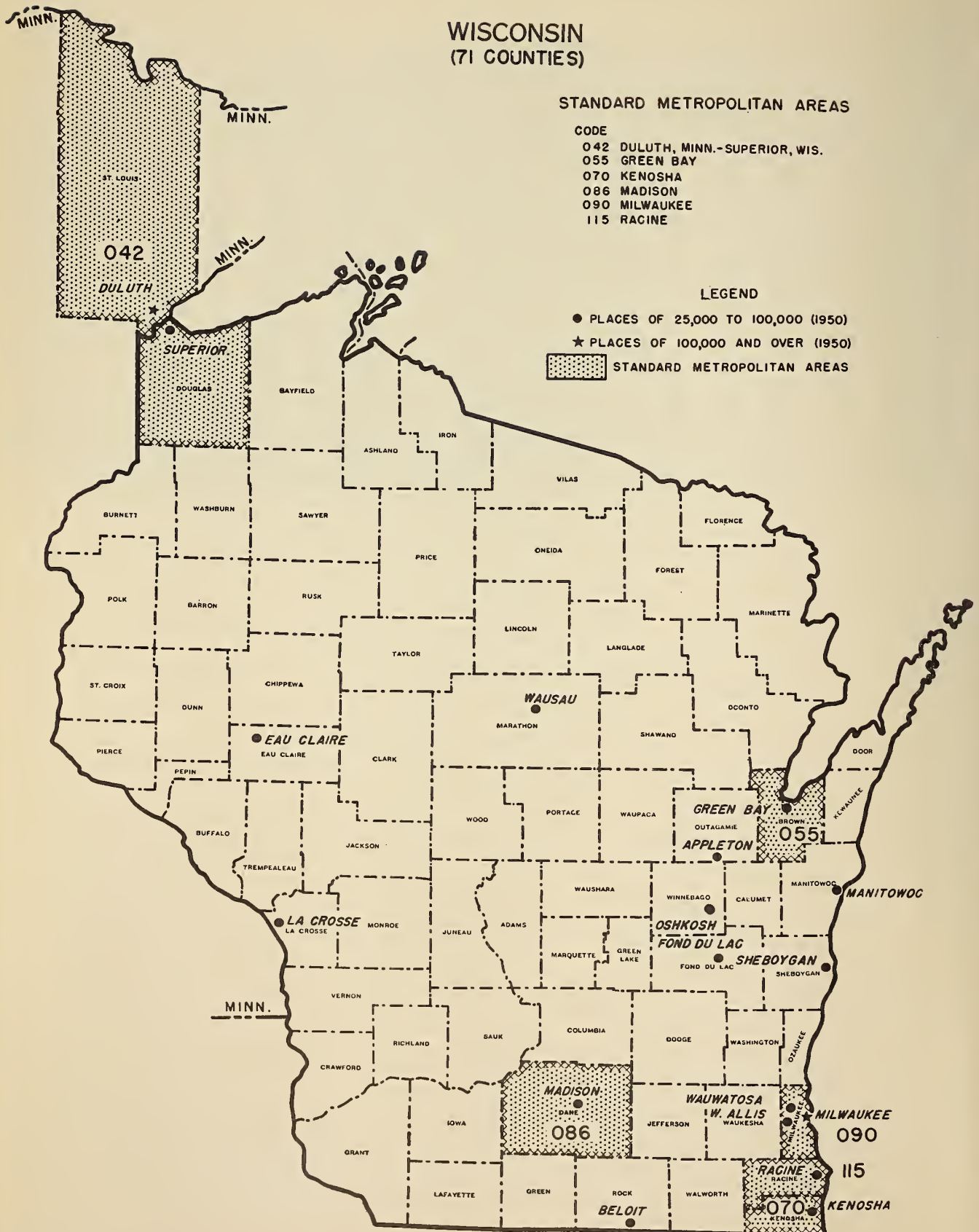
STANDARD METROPOLITAN AREAS

CODE

042 DULUTH, MINN.-SUPERIOR, WIS.
055 GREEN BAY
070 KENOSHA
086 MADISON
090 MILWAUKEE
115 RACINE

LEGEND

- PLACES OF 25,000 TO 100,000 (1950)
- ★ PLACES OF 100,000 AND OVER (1950)
- ▨ STANDARD METROPOLITAN AREAS



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PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

Retail Trade	Wholesale Trade	Selected Service Trades
<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins	<input type="checkbox"/> Area Bulletins
<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins	<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins	<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Central Business District Bulletins	<input type="checkbox"/> Census Volumes	<input type="checkbox"/> Census Volumes
<input type="checkbox"/> Census Volumes		

☐ Public Merchandise Warehouses
☐ 1954 Census of Business—Puerto Rico

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

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DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID

PAYMENT OF POSTAGE, \$300

1954 Census of Business RETAIL TRADE

January 1956

Series: PR-1-50

WYOMING

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the “employer” universe, and those with no paid employment during 1954, i. e., the “non-employer” universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of “Employers”

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of “Non-Employers”

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The “non-employer” segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.--RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948
WYOMING

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	3,965	2,817	384,194	362,358	3,855	2,815	307,626	287,528
Food stores.....	534	346	79,285	74,101	646	399	59,041	52,898
Eating, drinking places.....	798	614	35,579	33,067	802	619	30,028	28,197
General merchandise group.....	206	158	33,543	32,345	149	134	30,157	29,870
Apparel, accessories stores.....	234	200	16,329	15,739	228	177	15,030	13,925
Furniture, home furnishings, appliance dealers.....	202	142	14,628	13,550	188	147	13,605	12,627
Automotive group.....	299	259	85,186	84,250	339	301	62,522	61,410
Gasoline service stations.....	575	381	34,269	30,207	635	382	28,008	23,590
Lumber, bldg. mtl., hardware, farm equipment dealers..	307	255	38,102	37,192	304	264	36,032	34,848
Drug stores, proprietary stores.....	132	118	13,010	12,536	111	102	9,621	9,507
Other retail stores.....	574	332	32,736	28,706	447	287	23,215	20,298
Nonstore retailers.....	104	12	1,527	665	6	3	367	358

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Wyoming, total.....	3,665	2,817	34,154	362,358	39,812	14,426	11,995	4,292	534	79,285	794	35,579
2	Albany County.....	247	187	23,508	22,498	2,442	953	765	274	38	5,646	57	2,638
3	Laramie.....	203	167	22,156	21,512	2,321	909	737	223	29	5,392	44	2,391
4	Remainder of County.....	44	20	1,322	946	121	44	29	51	9	254	13	217
5	Big Horn County.....	156	118	11,066	10,268	914	366	295	158	22	2,451	28	859
6	Lovell.....	39	35	3,409	3,337	365	118	95	41	6	793	6	201
7	Remainder of County.....	117	83	7,657	6,931	609	248	200	117	16	1,654	22	658
8	Campbell County.....	81	53	5,821	5,297	515	206	177	90	15	1,240	10	479
9	Carbon County.....	218	150	18,716	17,386	1,992	759	690	248	23	3,783	59	2,646
10	Rawlins.....	118	88	13,573	13,103	1,564	592	542	133	10	2,642	20	1,897
11	Remainder of County.....	100	62	5,143	4,283	428	167	148	115	13	1,141	30	749
12	Converse County.....	97	63	7,622	7,070	663	269	207	98	10	1,501	20	674
13	Douglas.....	66	46	5,257	5,249	508	217	156	65	3	1,031	13	441
14	Remainder of County.....	31	17	2,095	1,821	155	62	51	33	7	470	7	213
15	Crook County.....	59	35	3,440	3,016	216	105	85	66	11	651	14	273
16	Fremont County.....	260	184	24,772	22,928	2,212	812	687	271	38	4,435	46	1,978
17	Lander.....	83	57	8,944	8,460	849	294	245	77	13	1,810	13	631
18	Riverton.....	95	75	11,930	11,264	1,040	380	324	105	14	2,201	13	656
19	Remainder of County.....	82	52	3,898	3,204	323	138	118	89	11	354	20	61
20	Goshan County.....	194	116	12,981	11,449	1,178	481	397	206	33	2,900	33	732
21	Torrington.....	119	79	9,671	8,871	1,005	411	337	133	20	2,250	17	555
22	Remainder of County.....	75	37	3,310	2,578	173	70	60	73	13	610	16	177
23	Hot Springs County.....	85	57	7,416	6,812	579	227	200	103	7	1,416	17	829
24	Thermopolis.....	67	53	6,862	6,634	657	220	193	80	7	1,416	11	675
25	Remainder of County.....	18	4	554	178	22	7	7	23	6	154
26	Johnson County.....	73	57	5,358	5,010	444	210	167	82	11	1,204	13	522
27	Buffalo.....	62	50	4,845	4,615	459	199	157	67	7	1,039	11	(D)
28	Remainder of County.....	11	7	513	395	25	11	10	15	4	229	2	(D)
29	Laramie County.....	542	394	64,317	61,845	8,049	2,842	2,343	588	80	13,896	96	6,119
30	Cheyenne.....	455	343	59,202	57,346	7,602	2,635	2,176	497	63	12,571	77	5,410
31	Remainder of County.....	87	51	5,115	4,499	447	207	167	91	17	1,325	19	709
32	Lincoln County.....	146	84	9,886	8,818	694	322	262	169	16	1,862	41	871
33	Natrona County.....	407	277	64,804	62,058	7,396	2,454	1,958	431	55	13,928	63	3,967
34	Casper.....	344	240	61,077	58,890	7,055	2,313	1,876	370	40	12,727	45	2,930
35	Remainder of County.....	63	37	3,727	3,159	341	141	92	71	15	1,201	18	1,037
36	Niobrara County.....	70	50	5,865	5,467	549	249	185	78	7	1,153	17	871
37	Park County.....	213	159	18,951	17,999	1,708	617	545	233	23	3,336	30	1,331
38	Cody.....	99	73	9,960	9,440	929	309	289	111	9	1,539	17	802
39	Powell.....	92	68	7,817	7,441	673	262	220	101	11	1,603	8	335
40	Remainder of County.....	22	18	1,118	1,118	106	46	36	21	3	194	5	194
41	Platte County.....	125	79	9,497	8,425	809	343	296	125	14	1,783	25	719
42	Sheridan County.....	260	188	23,493	22,439	2,571	964	827	258	43	4,654	50	1,931
43	Sheridan.....	208	160	21,983	21,201	2,448	922	792	206	30	4,213	31	1,486
44	Remainder of County.....	52	28	1,510	1,238	123	42	35	52	13	441	19	445
45	Sublette County.....	53	33	2,533	2,305	170	76	71	59	6	487	15	307
46	Sweetwater County.....	236	184	19,878	18,630	1,986	807	637	289	35	5,229	73	2,801
47	Green River.....	37	33	3,061	2,941	334	164	124	39	8	943	10	542
48	Rock Springs.....	161	123	15,448	14,488	1,540	596	473	198	23	4,120	45	1,852
49	Remainder of County.....	38	28	1,369	1,161	112	47	40	52	4	166	14	407
50	Teton County.....	76	52	5,446	5,150	506	168	146	96	7	1,344	15	1,070
51	Uinta County.....	110	78	8,735	8,159	727	309	264	130	16	1,922	24	984
52	Evanston.....	71	57	6,416	6,182	550	227	195	77	9	1,668	12	566
53	Remainder of County.....	39	21	2,319	1,977	173	82	69	53	7	294	12	418
54	Washakie County.....	95	79	10,730	10,534	965	341	286	106	7	1,832	21	834
55	Worland.....	85	71	10,282	(D)	939	332	277	90	6	(D)	14	711
56	Remainder of County.....	10	8	448	(D)	26	9	9	16	1	(D)	7	123
57	Weston County.....	114	92	13,378	12,814	1,430	486	445	134	17	2,468	26	1,596
58	Newcastle.....	70	62	10,450	10,356	1,233	399	363	76	7	1,793	14	1,128
59	Remainder of County.....	44	30	2,928	2,458	197	87	82	58	10	690	12	418
60	Yellowstone National Park (part) ¹	48	48	5,911	5,991	917	60	60	5	588

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.
¹ Yellowstone National Park is in Idaho, Montana and Wyoming.

Payroll, and Personnel

Kind-of-business group - Continued

General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		Line No.
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
205	13,543	234	16,329	202	14,628	299	85,186	575	34,269	307	38,102	132	13,010	574	32,736	104	1,527	1
0	1,465	21	1,223	14	1,475	13	3,626	43	2,507	14	1,446	5	593	36	2,519	2
6	1,332	21	1,223	13	(D)	13	3,626	25	2,212	12	(D)	5	593	36	2,519	3
11	3	1	(D)	15	295	2	(D)	4
15	9,93	7	4,03	9	378	10	2,253	21	587	18	2,186	6	464	16	506	4	70	5
3	2,18	3	198	5	208	3	(D)	5	193	4	704	2	(D)	2	(D)	6
12	621	4	205	4	170	7	(D)	16	394	14	1,482	4	(D)	14	(D)	4	70	7
1	(D)	8	473	2	(D)	6	1,527	12	842	15	703	1	(D)	8	184	3	(D)	8
8	1,813	8	738	4	481	14	2,997	44	2,886	20	1,501	9	754	27	(D)	2	(D)	9
4	1,623	7	(D)	4	481	10	2,517	22	1,705	8	950	6	564	16	480	2	(D)	10
11	260	1	(D)	4	480	22	1,181	12	551	3	190	11	(D)	11
6	3,92	4	259	6	109	8	1,893	17	786	10	1,217	4	260	10	(D)	2	(D)	12
3	233	4	259	6	109	5	1,148	13	596	7	962	2	(D)	8	589	2	(D)	13
3	59	3	745	4	190	3	255	2	(D)	2	(D)	14
11	287	2	(D)	6	455	6	1,157	2	(D)	7	133	15
24	2,129	13	620	10	522	24	7,192	34	1,948	23	2,870	8	794	35	2,180	5	104	16
4	432	9	382	4	306	7	2,434	7	587	5	1,182	3	415	16	(D)	2	(D)	17
6	932	4	238	6	216	12	3,904	8	573	13	1,581	3	(D)	13	1,218	3	(D)	18
14	765	5	454	19	788	5	107	2	(D)	6	(D)	19
3	702	7	344	16	489	14	2,365	28	1,105	24	2,197	6	447	27	(D)	3	(D)	20
3	702	7	344	11	389	8	1,785	17	710	15	1,885	3	(D)	17	530	1	(D)	21
...	5	100	6	580	11	395	9	312	3	(D)	10	(D)	2	(D)	22
6	413	5	365	3	(D)	6	1,691	13	613	8	973	3	374	13	(D)	4	94	23
4	(D)	5	365	3	(D)	6	1,691	8	472	8	973	3	374	10	306	2	(D)	24
2	(D)	5	141	3	(D)	2	(D)	25
3	(D)	5	286	2	(D)	9	1,177	11	456	7	724	2	(D)	7	373	3	(D)	26
2	(D)	5	286	2	(D)	9	1,177	8	351	7	724	2	(D)	7	373	2	(D)	27
1	(D)	3	105	1	(D)	28
14	4,507	56	4,546	41	3,987	43	14,315	54	4,090	29	5,011	15	2,141	95	5,424	19	281	29
7	4,288	54	(D)	31	3,471	37	13,604	43	3,613	21	4,282	14	(D)	89	5,086	19	281	30
7	219	2	(D)	10	516	6	711	11	477	8	729	1	(D)	6	338	31
16	993	5	250	7	294	13	2,279	24	968	5	479	4	334	15	1,536	32
10	6,426	24	2,494	30	3,136	35	18,436	66	4,081	21	5,155	17	2,122	64	4,881	22	218	33
9	(D)	24	2,494	28	(D)	35	18,436	53	3,212	19	(D)	14	1,984	57	4,642	20	(D)	34
1	(D)	2	(D)	13	829	2	(D)	3	138	7	239	2	(D)	35
3	281	3	167	...	(D)	6	1,122	10	727	10	1,036	1	(D)	11	407	2	(D)	36
14	2,232	13	592	13	635	17	4,655	26	1,506	20	2,396	7	595	46	1,625	4	48	37
5	1,126	7	390	7	299	7	2,831	11	1,012	5	755	3	319	27	887	38
6	(D)	6	202	5	(D)	10	1,824	13	(D)	14	(D)	3	(D)	12	498	4	48	39
2	(D)	1	(D)	2	(D)	1	(D)	1	(D)	7	240	40
6	544	1	(D)	8	(D)	10	1,817	22	1,076	10	496	9	514	11	1,716	9	166	41
10	2,750	12	1,668	13	1,090	18	4,410	32	1,704	23	2,180	8	728	45	2,554	6	24	42
10	2,750	12	1,668	11	(D)	18	4,410	23	1,495	19	1,827	8	728	40	(D)	6	24	43
...	2	(D)	9	209	4	353	5	(D)	44
4	282	3	(D)	2	(D)	4	(D)	8	539	2	(D)	7	114	2	(D)	45
12	2,027	18	812	7	516	16	3,544	41	2,595	4	598	10	974	18	(D)	2	(D)	46
3	(D)	3	61	2	(D)	1	(D)	6	417	1	(D)	2	(D)	1	(D)	47
5	1,423	15	751	5	(D)	15	(D)	25	1,627	2	(D)	7	751	17	654	2	(D)	48
4	(D)	10	551	1	(D)	1	(D)	49
2	(D)	3	144	1	(D)	7	1,064	13	607	3	340	2	(D)	19	333	4	46	50
4	525	5	226	7	126	12	2,306	14	917	12	957	4	303	10	(D)	2	(D)	51
3	(D)	4	(D)	3	(D)	10	(D)	8	530	8	(D)	2	(D)	10	316	2	(D)	52
1	(D)	1	(D)	4	(D)	2	(D)	6	387	4	(D)	2	(D)	...	(D)	53
2	(D)	7	630	7	698	4	2,080	16	975	9	1,991	3	373	15	(D)	4	36	54
2	(D)	7	630	7	698	4	2,080	16	975	8	(D)	3	373	14	783	4	36	55
...	(D)	1	(D)	1	(D)	56
6	661	6	544	2	(D)	13	3,335	16	1,666	8	1,150	4	473	14	1,408	2	(D)	57
4	(D)	5	(D)	2	(D)	9	2,626	10	1,074	5	960	2	(D)	12	(D)	58
2	(D)	1	(D)	4	709	6	592	3	190	2	(D)	2	(D)	2	(D)	59
17	(D)	8	(D)	18	(D)	60

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total								Kind-of-business group			
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Wyoming, total.....	3,665	2,817	3,416.4	362,358	39,812	14,426	11,995	4,292	534	79,265	794	35,579
2	Albany County.....	247	187	23,508	22,498	2,442	953	765	274	38	5,646	57	2,628
3	Laramie.....	203	167	22,116	21,512	2,321	909	737	223	29	5,392	44	2,391
4	Remainder of County.....	44	20	1,322	946	121	44	29	51	9	254	13	217
5	Big Horn County.....	156	118	11,066	10,248	910	366	295	158	22	2,451	28	859
6	Lovell.....	39	35	3,409	3,377	305	118	95	41	6	793	6	201
7	Remainder of County.....	117	83	7,657	6,941	609	248	200	117	16	1,664	22	658
8	Campbell County.....	81	53	5,821	5,297	515	206	177	90	15	1,240	10	479
9	Carbon County.....	218	150	18,716	17,346	1,992	759	690	248	23	3,783	59	2,646
10	Rawlins.....	118	88	13,573	13,103	1,564	592	542	133	10	2,642	20	1,897
11	Remainder of County.....	100	62	5,143	4,283	428	167	148	115	13	1,141	30	749
12	Converse County.....	97	63	7,622	7,070	663	269	207	98	10	1,501	20	674
13	Douglas.....	66	46	5,527	5,249	508	217	156	65	3	1,031	13	441
14	Remainder of County.....	31	17	2,095	1,821	155	62	51	33	7	470	7	213
15	Crook County.....	59	35	3,440	3,016	216	105	85	66	11	651	14	273
16	Fremont County.....	260	184	24,772	22,928	2,212	812	687	271	38	4,455	46	1,978
17	Lander.....	83	57	8,944	8,460	849	294	245	77	13	1,860	13	631
18	Riverton.....	95	75	11,930	11,264	1,040	380	324	105	14	2,201	13	666
19	Remainder of County.....	82	52	3,898	3,244	323	138	118	89	11	354	20	611
20	Goshen County.....	194	116	12,981	11,449	1,178	481	397	206	33	2,900	33	732
21	Torrington.....	119	79	9,671	8,871	1,005	411	337	133	20	2,250	17	555
22	Remainder of County.....	75	37	3,310	2,578	173	70	60	73	13	610	16	177
23	Hot Springs County.....	85	57	7,416	6,812	579	227	200	103	7	1,416	17	829
24	Thermopolis.....	67	53	6,862	6,634	657	220	193	80	7	1,416	11	675
25	Remainder of County.....	18	4	554	178	22	7	7	23	6	154
26	Johnson County.....	73	57	5,358	5,010	464	210	167	82	11	1,204	13	522
27	Buffalo.....	62	50	4,845	4,615	459	199	157	67	7	1,039	11	(D)
28	Remainder of County.....	11	7	513	395	25	11	10	15	4	249	2	(D)
29	Laramie County.....	542	394	64,317	61,845	8,049	2,842	2,343	588	80	13,896	96	6,119
30	Cheyenne.....	455	343	59,202	57,346	7,602	2,635	2,176	497	63	12,571	77	5,410
31	Remainder of County.....	87	51	5,115	4,499	447	207	167	91	17	1,325	14	719
32	Lincoln County.....	146	84	9,886	8,818	694	322	262	169	16	1,862	41	871
33	Natrona County.....	407	277	64,814	62,058	7,396	2,454	1,958	431	55	13,928	63	3,967
34	Casper.....	444	240	61,077	58,899	7,055	2,313	1,866	360	40	12,727	45	2,930
35	Remainder of County.....	63	37	3,727	3,159	341	141	92	71	15	1,201	18	1,037
36	Niobrara County.....	70	50	5,465	5,467	549	249	185	78	7	1,153	17	871
37	Park County.....	213	159	18,951	17,999	1,708	617	545	233	23	3,336	30	1,331
38	Cody.....	99	73	9,960	9,440	929	309	289	111	9	1,539	17	802
39	Powell.....	92	68	7,817	7,441	673	262	220	101	11	1,603	8	335
40	Remainder of County.....	22	18	1,174	1,118	106	45	36	21	3	194	5	194
41	Platte County.....	125	79	9,497	8,425	809	343	296	125	14	1,783	25	719
42	Sheridan County.....	260	188	23,493	22,439	2,571	964	827	258	43	4,654	50	1,931
43	Sheriden.....	208	160	21,983	21,201	2,448	922	792	206	30	4,213	31	1,486
44	Remainder of County.....	52	28	1,510	1,238	123	42	35	52	13	441	19	445
45	Sublette County.....	53	33	2,533	2,305	170	76	71	59	6	487	15	307
46	Sweetwater County.....	236	184	19,878	18,630	1,986	807	637	289	35	5,229	73	2,801
47	Green River.....	37	33	3,061	2,941	334	164	124	39	8	943	10	542
48	Rock Springs.....	161	123	15,448	14,488	1,540	596	473	198	23	4,120	45	1,852
49	Remainder of County.....	38	28	1,369	1,161	112	47	40	52	4	166	14	407
50	Teton County.....	76	52	5,446	5,150	506	168	146	96	7	1,344	15	1,070
51	Winta County.....	110	78	8,735	8,159	727	309	264	130	16	1,922	24	984
52	Evanston.....	71	57	6,416	6,182	554	227	195	77	9	1,668	12	566
53	Remainder of County.....	39	21	2,319	1,977	173	82	69	53	7	294	12	418
54	Weshekie County.....	95	79	10,730	10,534	965	341	286	106	7	1,832	21	834
55	Worland.....	85	71	10,282	(D)	939	332	277	90	6	(D)	14	711
56	Remainder of County.....	10	8	448	(D)	26	9	9	16	1	(D)	7	123
57	Weston County.....	114	92	13,378	12,814	1,430	486	445	134	17	2,468	26	1,596
58	Newcastle.....	70	62	10,450	10,356	1,233	399	363	76	7	1,794	14	1,128
59	Remainder of County.....	44	30	2,928	2,458	197	87	82	58	10	690	12	418
60	Yellowstone National Park (part) ¹	48	48	5,911	5,991	917	60	60	5	588

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available.

XXX Not applicable.

(Z) Less than \$500.

... Represents zero.

¹Yellowstone National Park is in Idaho, Montana and Wyoming.

Payroll, and Personnel

Kind-of-business group—Continued																			Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers			
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)		
205	33,543	234	16,329	202	14,628	299	85,186	575	34,269	307	38,102	132	13,010	574	32,736	104	1,527	1	
0	1,465	21	1,223	14	1,475	13	3,626	43	2,507	14	1,846	5	593	36	2,519	2	
11	1,322	21	1,223	13	(D)	10	3,626	20	2,212	12	(D)	5	593	36	2,519	3	
3	1	(D)	15	295	2	(D)	4	
15	909	7	873	9	378	10	2,253	21	587	18	2,186	6	464	16	506	4	70	5	
3	28	3	198	5	205	3	(D)	5	193	4	704	2	(D)	2	(D)	6	
12	621	4	205	4	171	7	(D)	16	394	14	1,482	4	(D)	14	(D)	4	70	7	
1	(D)	8	473	2	(D)	6	1,527	12	842	15	703	1	(D)	8	184	3	(D)	8	
4	1,863	8	738	4	481	14	2,997	44	2,886	20	1,501	9	754	27	(D)	2	(D)	9	
4	1,623	7	(D)	4	481	10	2,517	22	1,705	8	950	6	564	16	481	2	(D)	10	
4	260	1	(D)	4	480	22	1,181	12	551	3	190	11	(D)	11	
6	302	4	259	6	109	8	1,293	17	786	10	1,217	4	260	10	(D)	2	(D)	12	
3	233	4	259	6	109	5	1,148	13	596	7	962	2	(D)	8	589	2	(D)	13	
3	69	3	745	4	191	3	255	2	(D)	2	(D)	14	
11	287	2	(D)	6	455	6	1,157	2	(D)	7	133	15	
24	2,129	13	620	10	522	24	7,192	34	1,948	23	2,870	8	794	35	2,180	5	104	16	
4	432	9	382	4	306	7	2,434	7	587	5	1,182	3	415	16	(D)	2	(D)	17	
6	932	4	238	6	216	12	3,904	8	573	13	1,581	3	(D)	13	1,218	3	(D)	18	
14	765	5	454	19	788	5	107	2	(D)	6	(D)	19	
3	702	7	344	16	489	14	2,365	28	1,105	24	2,197	6	447	27	(D)	3	(D)	20	
3	702	7	344	11	389	8	1,785	17	711	15	1,885	3	(D)	17	530	1	(D)	21	
...	5	100	6	580	11	395	9	312	3	(D)	10	(D)	2	(D)	22	
6	413	5	365	3	(D)	6	1,691	13	613	8	973	3	374	13	(D)	4	94	23	
4	(D)	5	365	3	(D)	6	1,691	8	472	8	973	3	374	10	306	2	(D)	24	
2	(D)	5	141	3	(D)	2	(D)	25	
3	(D)	5	286	2	(D)	9	1,177	11	456	7	724	2	(D)	7	373	3	(D)	26	
2	(D)	5	286	2	(D)	9	1,177	8	351	7	724	2	(D)	7	373	2	(D)	27	
1	(D)	3	105	1	(D)	28	
14	4,507	56	4,546	41	3,987	43	14,315	54	4,090	29	5,011	15	2,141	95	5,424	19	281	29	
7	4,288	54	(D)	31	3,471	37	13,604	43	3,613	21	4,282	14	(D)	89	5,086	19	281	30	
7	219	2	(D)	10	516	6	711	11	477	8	729	1	(D)	6	338	31	
16	993	5	250	7	294	13	2,279	24	968	5	479	4	334	15	1,536	32	
10	6,426	24	2,494	30	3,136	35	18,436	66	4,041	21	5,155	17	2,122	64	4,881	22	218	33	
9	(D)	24	2,494	28	(D)	35	18,436	53	3,212	19	(D)	14	1,984	57	4,642	20	(D)	34	
1	(D)	2	(D)	13	829	2	(D)	3	138	7	239	2	(D)	35	
3	281	3	167	6	1,122	10	727	10	1,036	1	(D)	11	407	2	(D)	36	
14	2,232	13	592	13	635	17	4,655	26	1,506	20	2,396	7	545	46	1,625	4	48	37	
6	1,126	7	390	7	299	7	2,831	11	1,012	5	755	3	319	27	887	38	
6	(D)	6	262	5	(D)	10	1,824	13	(D)	14	(D)	3	(D)	12	498	4	48	39	
2	(D)	1	(D)	2	(D)	1	(D)	1	(D)	7	240	40	
6	544	1	(D)	8	(D)	10	1,817	22	1,076	10	896	9	514	11	1,716	9	166	41	
10	2,750	12	1,668	13	1,090	18	4,410	32	1,704	23	2,180	8	728	45	2,554	6	24	42	
10	2,750	12	1,668	11	(D)	18	4,410	23	1,495	19	1,827	8	728	40	(D)	6	24	43	
...	2	(D)	9	209	4	353	5	(D)	44	
4	282	3	(D)	2	(D)	4	(D)	8	539	2	(D)	7	114	2	(D)	45	
12	2,027	18	812	7	516	16	3,544	41	2,595	4	598	10	974	18	(D)	2	(D)	46	
3	(D)	3	61	2	(D)	1	(D)	6	417	1	(D)	2	(D)	1	(D)	47	
5	1,423	15	751	5	(D)	15	(D)	25	1,627	2	(D)	7	751	17	654	2	(D)	48	
4	(D)	10	551	1	(D)	1	(D)	49	
2	(D)	3	144	1	(D)	7	1,064	13	607	3	340	2	(D)	19	333	4	46	50	
4	525	5	226	7	126	12	2,305	14	917	12	957	4	303	10	(D)	2	(D)	51	
3	(D)	4	(D)	3	(D)	10	(D)	8	530	8	(D)	2	(D)	10	316	2	(D)	52	
1	(D)	1	(D)	4	(D)	2	(D)	6	387	4	(D)	2	(D)	...	(D)	53	
2	(D)	7	630	7	698	4	2,080	16	975	9	1,991	3	373	15	(D)	4	36	54	
2	(D)	7	630	7	698	4	2,080	16	975	8	(D)	3	373	14	783	4	36	55	
...	(D)	1	(D)	1	(D)	56	
6	661	6	544	2	(D)	13	3,335	16	1,666	8	1,150	4	473	14	1,408	2	(D)	57	
2	(D)	5	(D)	2	(D)	9	2,626	10	1,074	5	960	2	(D)	12	(D)	58	
2	(D)	1	(D)	4	709	6	592	3	190	2	(D)	2	(D)	2	(D)	59	
17	(D)	(D)	18	(D)	60	

YELLOWSTONE

NATIONAL

PARK

BIG HORN

SHERIOAN

CROOK

CAMPBELL

TETON

HOT SPRINGS

WASHAKIE

JOHNSON

WESTON

FREMONT

NATRONA

CONVERSE

NIOBRARA

SUBLETTE

LINCOLN

SWEETWATER

CARBON

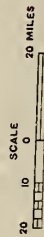
ALBANY

PLATTE

GOSHEN

UIN TA

LARAMIE



April 1948

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

(Check appropriate boxes to show the series for which announcements are desired)

- | Retail Trade | Wholesale Trade | Selected Service Trades |
|--|--|--|
| <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins | <input type="checkbox"/> Area Bulletins |
| <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins | <input type="checkbox"/> Subject Bulletins |
| <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins | <input type="checkbox"/> Trade Bulletins |
| <input type="checkbox"/> Central Business District Bulletins | <input type="checkbox"/> Census Volumes | <input type="checkbox"/> Census Volumes |
| <input type="checkbox"/> Census Volumes | | |
| | <input type="checkbox"/> Public Merchandise Warehouses | |
| | <input type="checkbox"/> 1954 Census of Business—Puerto Rico | |

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
(Number)

Amount of money order or check enclosed \$ _____

Your Name _____

Street Address _____ City _____ Zone _____ State _____

PRELIMINARY REPORT

1954 Census of Business RETAIL TRADE

BUREAU OF CENSUS
1956 SEP 25 PM 3 34

March 1956

Series: PR-1-51

LIBRARY

ALASKA

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

Table A.—RETAIL TRADE BY MAJOR GROUP: 1954 AND 1948

ALASKA

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	1,509	1,053	174,514	164,472	1,310	896	96,723	89,184
Food stores.....	199	151	41,090	38,800	191	125	19,230	17,870
Eating, drinking places.....	445	321	24,060	21,922	341	267	15,837	15,199
General merchandise group.....	155	113	23,653	22,597	213	154	20,998	19,856
Apparel, accessories stores.....	118	100	11,936	11,486	102	68	6,046	5,273
Furniture, home furnishings, appliance dealers.....	54	40	7,687	7,389	28	21	3,003	2,739
Automotive group.....	53	47	22,927	22,811	37	30	6,945	6,679
Gasoline service stations.....	75	47	9,567	8,961	32	13	1,312	1,022
Lumber, bldg. matls., hardware, farm equipment dealers..	49	33	8,112	7,794	53	35	6,563	6,036
Drug stores, proprietary stores.....	45	43	7,384	7,298	36	33	3,966	3,928
Other retail stores.....	284	154	17,127	14,711	277	150	12,823	10,582
Nonstore retailers.....	32	4	971	703	0	0	0	0

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business groups				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprie- tors (unin- corporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)		(\$1,000)	Total (Number)		Full workweek (Number)	Estab- lish- ments (Number)	Sales (\$1,000)	Estab- lish- ments (Number)
	Alaska, total.....	1,509	1,053	174,514	164,472	20,816	4,868	4,221	1,746	199	41,090	445	24,060
	Juneau.....	118	86	12,783	11,893	1,486	360	302	123	16	4,409	26	1,247
	Ketchikan.....	112	88	12,170	11,718	1,623	421	372	137	18	3,881	28	1,557
	Anchorage.....	347	259	58,679	56,229	7,459	1,575	1,389	407	46	10,484	94	6,412
	Fairbanks.....	173	139	31,522	30,882	4,187	835	750	207	10	6,207	53	3,491

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
155	23,653	118	11,936	54	7,687	53	22,927	75	9,567	49	8,112	45	7,384	284	17,127	32	971	
5	1,273	18	1,303	6	878	5	1,283	4	496	4	513	30	1,369	4	12	
6	1,939	11	800	9	(D)	5	920	2	(D)	5	(D)	5	556	23	1,179	
12	5,741	35	5,669	18	4,052	14	8,806	20	3,878	13	3,448	8	2,466	70	7,196	17	527	
8	3,712	23	2,736	9	1,552	9	(D)	4	782	4	1,705	8	1,998	45	2,980	...	(D)	



PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

ORDER BLANK

REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to Bureau of the Census, Washington 25, D. C.

(Check appropriate boxes to show the series for which announcements are desired)

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| Retail Trade
<input type="checkbox"/> Area Bulletins
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<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes | Selected Service Trades
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<input type="checkbox"/> Subject Bulletins
<input type="checkbox"/> Trade Bulletins
<input type="checkbox"/> Census Volumes |
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- ☐ Public Merchandise Warehouses
☐ 1954 Census of Business—Puerto Rico

ORDERS FOR ADDITIONAL COPIES OF PRELIMINARY REPORTS OF 1954 CENSUS OF BUSINESS RESULTS

Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

Please indicate number of copies and the name of each State for which reports are requested:

RETAIL TRADE		WHOLESALE TRADE		SELECTED SERVICE TRADES	
No.	States requested	No.	States requested	No.	States requested
All Retail Trade reports. Price \$4.00		All Wholesale Trade reports. Price \$4.00		All Selected Service reports. Price \$4.00	

Total number of copies ordered: _____
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1954 Census of Business

RETAIL TRADE

March 1956

Series: PR-1-52

HAWAII

The 1954 Census of Business, along with the 1954 Censuses of Manufactures and Mineral Industries, was authorized by law under Title 13, United States Code, section 131. These 1954 Censuses covered businesses operated in the continental United States, Alaska, and Hawaii. Separate Censuses of Business and Manufactures for 1954 were also conducted in Puerto Rico.

This report provides *preliminary* findings for that portion of the 1954 Census of Business which relates to retail trade. The preliminary figures are subject to revision in subsequent publications of the 1954 Census of Business. The description of these publications and forms for requesting announcements as well as ordering copies of the various preliminary reports are provided at the end of this report.

KINDS OF RETAIL BUSINESS COVERED

This report covers all establishments included in retail trade in accordance with the principles of the Standard Industrial Classification System, as published in Volume II, Nonmanufacturing Industries (1949 edition of the *Standard Industrial Classification Manual*), with the exception of milk dealers, which the Bureau of the Budget has agreed should be classified in the manufacturing industries. (See definition of Food Stores below).

Retail trade, as defined in the *Standard Industrial Classification Manual*, issued under the auspices of the Bureau of the Budget, Executive Office of the President, and as covered in the 1954 Census, includes establishments primarily engaged in selling merchandise directly to personal, household, and farm users. Excluded from retail trade are places of business operated by institutions and open only to their own members or personnel, such as restaurants and bars operated by country clubs, school cafeterias, cafeterias operated by industrial plants for their employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

METHOD OF ENUMERATION

For purposes of coverage in the 1954 Census of Business, retail establishments were divided into two categories—

those with any paid employment during 1954, i. e., the "employer" universe, and those with no paid employment during 1954, i. e., the "non-employer" universe. The method of obtaining Census information for these two groups was as follows:

Enumeration of "Employers"

Information for establishments in this part of the retail trade field was obtained by means of a mail canvass. Report forms were mailed to all business firms included in the active records of the Internal Revenue Service as subject to payment of Federal Insurance Contributions Act (FICA) taxes (i. e., employers of one or more persons) and which were classified in the records of the Bureau of Old Age and Survivors Insurance (BOASI) as wholly or partially engaged in retail, wholesale, manufacturing, mineral industries, and in major groups 70, 72, 73, 75, 76, 78, and 79 of the service portion of the *Standard Industrial Classification Manual*. In addition, report forms were mailed to all establishments which BOASI was unable to classify by kind of business prior to mailing of Census report forms. Each establishment was mailed a report form appropriate to its BOASI classification (for those cases for which BOASI classification had not yet been established, a general purpose form was used) but its Census classification was determined by replies to questions on the Census report form.

Enumeration of "Non-Employers"

This group was defined to include retail businesses other than those represented in the active FICA records of the Internal Revenue Service. Information for this group of establishments was furnished by the Internal Revenue Service and was derived from the 1954 tax returns. Information was compiled from only one-half of these cases and Census results for this group were established by multiplying such findings by two. The "non-employer" segment of retail trade, although made up of a large number of establishments, accounted for less than ten percent of the total retail trade volume.



U. S. DEPARTMENT OF COMMERCE, Sinclair Weeks, Secretary.

BUREAU OF THE CENSUS, Robert W. Burgess, Director.

COMPARISON OF 1948 AND 1954 CENSUSES

The two Censuses differed in certain respects, thereby affecting to some extent comparability of data. The results of a study being made to evaluate these differences will be included in later publications of the 1954 Census. The more important differences are discussed below.

In 1948, retail establishments which operated the entire year but which had a sales volume under \$500 were eliminated from the statistics of the Census. In the 1954 Census, any retail establishment without paid employment and which reported a sales volume of less than \$2,500 was eliminated regardless of whether or not it operated the entire year. Because establishments of this size account for only an insignificant part of the retail trade volume, the difference in cut-off is not believed to have materially affected the comparability of sales of the two Censuses. However, there may have been a significant difference in the count of establishments, as in the 1948 Census it is estimated that there were about 100,000 establishments with less than this sales volume. The difference in size cut-off between the two Censuses is complicated by the change in price levels which occurred in this period.

One other important difference in the two Censuses is in the treatment of sales and excise taxes levied directly on the consumer. In the 1948 Census of Business such taxes were not included in the total sales and receipts of retail establishments, but they were included in the 1954 Census. The effect of this change, however, is believed to be small as most State sales taxes exempted sales of food, and for remaining items averaged about two percent; the Federal excise taxes, while a higher percentage, were limited to selected items and did not constitute an appreciable fraction of total retail sales.

Because of conceptual changes in some classifications, the 1948 Retail Trade data have been retabulated on the basis of the 1954 concepts. As a result, the 1948 data shown in this and other 1954 Census of Business publications will differ from those in the previously published 1948 Census tabulations. (See "Retail Kind-of-Business Classification," for a more detailed discussion.)

Other differences will be described in subsequent Census publications.

CENSUS DISCLOSURE RULES

In accordance with Census Law any data which would disclose the operations of an individual establishment or business organization are not published. The number of establishments in a kind of business is not considered a disclosure by these rules, so that this item is shown in instances where other items of information for the same kind of business or locality are suppressed.

EXPLANATION OF TERMS

Establishments

Census of Business figures represent a summary of reports for individual "establishments" rather than "companies." A separate report was obtained for each location where business was conducted, including each location of multiunit organizations. Each report in the Census was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single establishment, the entire establishment was classified on the basis of its major activity and all data for it included in that classification.

Sales

Sales are defined to include total receipts from customers during 1954, after deduction of refunds or allowances for merchandise returned by customers. Sales include receipts from repairs and from other services to customers, as well as the sale of merchandise, but exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include the amount of local and State sales taxes or Federal excise taxes which are collected by the store directly from customers, and paid directly by the store to a local, State, or Federal taxing agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer also are included.

The sales figures, therefore, represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e. g., service receipts, sales to industrial users, sales to other retailers, etc.) by establishments primarily engaged in retail trade.

Payroll, entire year

Payroll includes all forms of compensation (salaries, wages, commissions, bonuses, and payments in kind) paid during the year to all employees. For corporations, it includes amounts paid to officers and executives; it does not include compensation of proprietors or of partners of unincorporated businesses. Included in payroll are the value of payments in kind, such as free meals, lodgings, etc., received by employees from their employers but not amounts received by employees as tips, etc. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc.

Payroll—workweek ended nearest November 15

This item consists of payroll, as defined above, which was paid to persons on the payroll in the pay period ended nearest November 15, 1954. Establishments whose payroll period was other than a week were requested to adjust the figures to a weekly basis.

Paid employees—workweek ended nearest November 15

Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll for the workweek ended nearest November 15.

"Full workweek" employees

"Full workweek" employees includes employees, whether regular or seasonal who, for the specified pay period, were paid for working at least the number of hours typically worked in a week by employees of the reporting establishment. All other employees paid during that workweek were reported as part-workweek employees.

Proprietors of unincorporated businesses

Includes owners or partners of unincorporated businesses who devoted the major portion of their time to the operation of the business.

RETAIL KIND-OF-BUSINESS CLASSIFICATION

Each retail establishment was assigned a kind-of-business classification, in accordance with the provisions of the 1949 edition of the *Standard Industrial Classification Manual*, as amended by the Bureau of the Budget for use in the 1954 Census of Business. The treatment of "non-store" retail establishments (as described below) is in conformance with

the amended Standard Industrial Classification System. It should be noted that the latest (1949) published edition of the manual does not reflect this change. Note that kind-of-business classifications are not interchangeable with commodity classifications. Food stores, for instance, sell commodities other than food, while food is sold in other kinds of stores than food stores.

Food Stores

The food group includes retail establishments primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared food and drinks for consumption on their own premises are classified as eating and drinking places, and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor Stores."

In previous censuses, this group included dairies which processed and bottled milk and cream if the major portion of their sales was by route delivery to the homes of consumers. Such establishments are now included in the Census of Manufactures.

Eating, Drinking Places

Eating places are establishments selling prepared foods and drinks for consumption on their own premises. Establishments primarily engaged in selling drinks such as beer, ale, wine, or other alcoholic beverages for consumption on their own premises are classified as drinking places.

General Merchandise Group

This group includes stores usually selling a combination of two or more of the following merchandise lines: Dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. Among the kinds of business included in this group are those commonly known as department stores, variety (5-10, etc.) stores, and general stores. The general stores are usually located in rural communities and sell a general line of merchandise of which food is usually the most important line.

Apparel, Accessories Stores

This group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

Furniture, Home Furnishings, Appliance Dealers

This group includes stores primarily engaged in selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets.

Automotive Group

This group includes dealers selling new and used automobiles, new parts and accessories, aircraft, motorboats, motorcycles, and automobile trailers. Establishments primarily selling trucks and motorized industrial equipment are, for Census purposes, classified as wholesale establishments.

Gasoline Service Stations

Gasoline service stations include establishments primarily engaged in selling gasoline and other automotive petroleum products. Business places called "garages" but deriving the larger part of receipts from gasoline and oil sales are included. Gasoline service stations also sell tires and tubes, other automobile accessories, and sometimes lunches, candy, tobacco, and groceries.

Lumber, Building Materials, Hardware, Farm Equipment Dealers

This group includes establishments selling lumber, building materials, and basic lines of hardware, such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies for home construction. The group also includes farm equipment dealers. Establishments in this group sell to contractors as well as to the general public.

Drug Stores, Proprietary Stores

These stores are classified on the basis of their usual trade designation rather than the merchandise lines handled. They sell prescriptions, drugs, or proprietary medicines in combination with lines such as cosmetics, toiletries, tobacco, magazines and books, and novelty merchandise.

Other Retail Stores

This group consists of establishments primarily engaged in selling, at retail, specialized lines of merchandise such as jewelry, liquor, feed, farm and garden supplies, books, sporting goods, gifts, novelties, souvenirs, music, cameras, photographic supplies, orthopedic supplies and artificial limbs, pets, hobby equipment, toys, religious goods, and monuments and tombstones. Greenhouses and nurseries are not within scope of the Census, however, florist shops are included.

Nonstore Retailers

In the 1954 Census, for the first time, the "nonstore" type of retail establishment has been classified on the basis of its method of selling and isolated from the "store" type. Nonstore retail establishments, like the "store" type of establishment, are primarily engaged in the selling of merchandise to personal, household, or farm users. However, the "nonstore" type is distinguished by the fact that the customer does not make his purchases at the establishment site. Instead, the purchase is made at the customer's home, at the site of another business establishment, or by mail order.

The three types of retail establishments in which customer purchases are made in this manner are door-to-door distributors, operators of merchandise vending machines, and mail-order houses. In the 1948 and prior Censuses, these establishments were classified in one of the major "store" type groups defined above, on the basis of commodities handled. The 1948 figures shown in this report have been revised to make them comparable with the 1954 figures with respect to the "nonstore" establishments.

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HAWAII

Kind-of-business group	1954				1948			
	Establishments		Sales		Establishments		Sales	
	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)	Total (Number)	With payroll (Number)	Total, all establish- ments (\$1,000)	Establish- ments with payroll (\$1,000)
Total.....	4,805	3,017	425,332	393,794	4,860	3,156	374,162	339,827
Food stores.....	1,030	584	112,492	101,946	1,560	768	113,464	92,891
Eating, drinking places.....	995	805	44,690	42,572	995	771	37,587	35,736
General merchandise group.....	365	227	57,961	54,803	312	229	57,728	55,846
Apparel, accessories stores.....	345	285	25,931	25,115	447	312	24,154	22,974
Furniture, home furnishings, appliance dealers.....	238	174	21,763	20,553	275	203	20,075	18,957
Automotive group.....	134	120	73,444	73,098	138	113	55,502	54,708
Gasoline service stations.....	332	276	28,776	27,194	284	216	18,045	16,293
Lumber, bldg. matls., hardware, farm equipment dealers..	53	31	7,364	7,144	48	31	3,077	2,818
Drug stores, proprietary stores.....	121	83	12,668	12,074	123	85	11,000	10,340
Other retail stores.....	745	387	29,868	23,914	660	415	31,297	27,083
Nonstore retailers.....	447	45	10,375	5,381	18	13	2,233	2,181

Table B.—PRELIMINARY 1954 RETAIL TRADE REPORT—MAJOR TRADE GROUPS

Establishments, Sales,

Line No.	County and city	Total							Kind-of-business group				
		Establishments		Sales		Payroll, entire year	Paid employees, workweek ended nearest Nov. 15		Proprietors (unincorporated businesses only)	Food stores		Eating, drinking places	
		Total (Number)	With payroll (Number)	Total, all establishments (\$1,000)	Establishments with payroll (\$1,000)		Total (Number)	Full workweek (Number)		Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)
1	Hawaii, total.....	4,805	3,017	425,332	393,794	48,017	21,561	18,684	5,103	1,030	112,492	995	44,690
2	Hawaii.....	677	413	46,717	42,423	4,457	2,109	1,891	673	154	14,332	104	2,653
3	Hilo.....	376	256	32,934	31,250	3,728	1,676	1,514	349	75	9,127	68	1,825
4	Remainder of County.....	301	157	13,783	11,173	729	433	377	324	79	5,205	36	828
5	Honolulu.....	3,393	2,149	332,242	310,238	39,303	17,353	15,045	3,688	713	83,902	765	39,024
6	Aiea.....	34	20	2,544	1,990	195	88	78	35	10	1,030	5	295
7	Ewa.....	19	11	1,714	1,612	134	57	52	17	4	(D)	4	69
8	Honolulu.....	2,789	1,771	281,675	264,221	34,856	15,246	13,330	3,049	555	66,730	648	34,593
9	Kailua-Lanikai.....	59	45	5,113	4,887	395	210	169	60	9	2,790	13	416
10	Kaneohe.....	42	28	4,868	4,650	374	189	135	47	12	1,901	7	367
11	Pearl.....	37	19	3,341	3,003	354	126	119	39	5	(D)	4	(0)
12	Wahiawa.....	117	73	9,455	8,439	1,020	482	397	133	27	2,772	24	792
13	Waiialua Mill.....	28	8	1,145	887	88	47	29	28	17	947	2	(0)
14	Waipahu.....	51	45	5,267	4,893	449	290	219	56	12	2,180	14	375
15	Remainder of County.....	217	129	17,080	15,656	1,438	618	517	223	62	4,628	44	1,528
16	Kauai.....	286	154	18,723	16,067	1,746	797	739	283	54	5,297	57	1,454
17	Kapaa.....	59	29	2,737	2,175	185	83	72	55	13	1,198	12	243
18	Lihue (Nawiliwili or Kapaia).....	66	36	6,825	6,251	821	395	360	68	11	1,094	16	776
19	Remainder of County.....	161	89	9,161	7,641	740	319	307	160	30	3,005	29	435
20	Maua.....	449	301	27,650	25,066	2,511	1,302	1,009	459	109	8,961	69	1,559
21	Kahului.....	59	45	3,809	3,691	326	189	135	60	16	1,795	6	129
22	Lahaina.....	42	32	2,410	2,154	137	99	64	50	14	1,133	7	166
23	Lanai City.....	13	11	1,817	(N)	113	61	44	12	5	1,471	2	(0)
24	Paia.....	31	21	1,771	1,523	149	79	63	41	9	616	2	(0)
25	Wailuku.....	168	116	11,507	10,561	1,361	646	513	160	32	1,848	28	626
26	Remainder of County.....	136	76	6,336	(D)	425	228	190	136	33	2,098	24	506

Standard Notes: (D) Withheld to avoid disclosure. (NA) Not available. XXX Not applicable. (Z) Less than \$500. ... Represents zero.

Payroll, and Personnel

Kind-of-business group—Continued																		Line No.
General merchandise group		Apparel, accessories stores		Furniture, home furnishings, appliance dealers		Automotive group		Gasoline service stations		Lumber, bldg. matls., hardware, farm equipment dealers		Drug stores, proprietary stores		Other retail stores		Nonstore retailers		
Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (No.)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	Establishments (Number)	Sales (\$1,000)	
365	57,961	345	25,931	238	21,763	134	73,444	332	28,776	53	7,364	121	12,668	745	29,868	447	10,375	1
93	7,158	41	2,386	30	1,547	19	10,353	65	3,679	8	(D)	8	(D)	92	2,580	63	699	2
24	2,650	30	2,092	21	1,310	16	10,011	23	2,032	5	(D)	6	678	70	(D)	38	404	3
69	4,508	11	294	9	237	3	342	42	1,647	3	(D)	2	(D)	22	(D)	25	295	4
158	42,074	253	21,881	182	18,612	92	53,496	202	21,957	36	6,291	103	11,260	547	24,592	342	9,153	5
4	475	1	(D)	7	544	3	(D)	4	80	6
5	(D)	4	302	2	(D)	7
112	34,697	211	20,426	158	17,621	74	43,777	137	17,009	33	6,062	96	10,986	478	22,645	287	7,129	8
2	(D)	7	268	5	254	1	(D)	1	(D)	2	(D)	1	(D)	17	270	1	(D)	9
3	(D)	2	(D)	2	(D)	5	522	2	(D)	9	152	10
3	97	2	(D)	2	(D)	2	(D)	4	(D)	5	113	10	156	11
10	1,572	14	566	6	347	5	2,288	7	603	3	35	16	403	5	77	12
4	26	1	(D)	2	(D)	2	(D)	13
4	1,267	3	98	3	173	3	(D)	4	319	1	(D)	1	(D)	6	181	14
11	1,922	16	(D)	5	62	5	4,443	32	2,341	2	(D)	18	480	22	1,035	15
55	4,026	10	525	8	369	7	4,692	24	1,003	3	58	1	(D)	43	(D)	24	202	16
13	738	1	(D)	2	(D)	6	237	3	52	9	91	17
5	770	4	(D)	2	(D)	4	(D)	2	(D)	2	(D)	11	185	9	65	18
37	2,518	5	(D)	4	173	3	(D)	16	(D)	1	(D)	1	(D)	29	(D)	6	46	19
59	4,703	41	1,139	18	1,235	16	4,903	41	2,137	6	(D)	9	641	63	(D)	18	321	20
9	688	7	137	4	400	2	(D)	10	(D)	5	131	21
6	539	3	(D)	1	(D)	3	202	1	(D)	6	180	1	(D)	22
...	...	1	(D)	2	(D)	1	(D)	2	(D)	23
6	555	2	(D)	1	(D)	...	(D)	6	158	1	(D)	4	(D)	24
13	1,056	25	610	14	918	12	4,760	5	(D)	4	(D)	4	205	27	849	4	36	25
25	1,865	3	81	3	(D)	3	(D)	21	1,040	2	(D)	1	(D)	15	247	6	66	26

PUBLICATION PLAN FOR THE 1954 CENSUS OF BUSINESS

PUBLICATION OF FINAL CENSUS RESULTS

The 1954 Census of Business consists of three major trade segments—retail trade, wholesale trade, and selected service trades. The final results of the 1954 Census are to be released in the form of separate bulletin series for each of these trade segments; a separate bulletin will be prepared for public merchandise warehouses. The above bulletin series do not cover Puerto Rico, results for which will be issued separately.

The 1954 Business Census bulletin series for retail trade, wholesale trade, and selected service trades will consist of three parts—(1) Area Bulletins, (2) Subject Bulletins, and (3) Trade Bulletins. Another series of bulletins relating to the Central Business Districts of large metropolitan centers will also be issued.

Subsequent to the issuance of final bulletins, findings of the 1954 Census will be consolidated and issued as Census volumes. Announcements concerning the bulletin series and the volumes may be obtained by filling out the form on the next page.

THE RETAIL TRADE BULLETIN SERIES

Following are brief descriptions of the bulletin series for retail trade:

Area Bulletins

A separate bulletin for each State, the District of Columbia, Alaska, and Hawaii showing data classified by kind of business of the establishments, on number of establishments, sales for the year, payroll for the year, payroll and number of employees for the payroll period nearest November 15, 1954, for total and for full workweek employees, and number of proprietors. These data are provided for the State, for each standard metropolitan area, for each large county, and for each large city; in addition, data for less detailed kind-of-business groupings (such as shown in Table B in this preliminary release) are shown for each city and town of 2,500 or more inhabitants.

Subject Bulletins

This series provides data on a variety of topics including credit sales and accounts receivable; inventories; legal form of organization; single and multiunit organizations; and also basic Census data classified by sales-size of establishment, employment-size of establishment, and the city-size of the place in which the establishment is located. The data in the subject series are shown for the United States as a whole and frequently for geographic divisions, standard metropolitan areas, and States.

Trade Bulletins

This series assembles data for a particular trade or group of related trades. The data for the most part are assembled from the Area and Subject Bulletins. The trades covered in a specified trade bulletin are not limited to those in a specific industry division such as Retail Trade but may include trades in any of the industry divisions covered by the 1954 Census of Business or the 1954 Census of Manufactures.

Central Business District Bulletins

Basic Census data—number of establishments, sales, payroll and employment—will be summarized for the Central Business District of each of a number of large metropolitan centers. The bulletins will show these data, classified by kinds of business, for the Central Business District, the central city, the central city exclusive of the Central Business District, the standard metropolitan area, and the standard metropolitan area exclusive of the Central Business District. Although these bulletins are designed primarily to present information for retail kinds of business, they will also include data for two service businesses—hotels and motion picture theatres.

CENSUS VOLUMES

Following the issuance of the final Census Area and Subject Bulletins, these bulletins will be combined and issued as 1954 Census volumes. Separate volumes for area statistics and for subject statistics will be issued for each trade segment (Retail, Wholesale, and Selected Services).

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REQUESTS FOR ANNOUNCEMENTS OF 1954 CENSUS OF BUSINESS BULLETINS AND VOLUMES

To receive announcements concerning forthcoming 1954 Census of Business publications, complete this sheet, detach and mail to **Bureau of the Census, Washington 25, D. C.**

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Three separate *preliminary* series of reports—for retail trade, for wholesale trade, and for selected service trades—are being issued. Each of these three preliminary series consists of a United States report and a report for each State. Orders for copies of preliminary reports should be sent to the Bureau of the Census, Washington 25, D. C. Payment must be included with your order. Make checks or money orders payable to Census, Department of Commerce. Government Printing Office coupons or authorizations to charge the amount to your account with the Superintendent of Documents will also be acceptable. In the last instance, please report your account number. **The cost of each report is 10 cents.**

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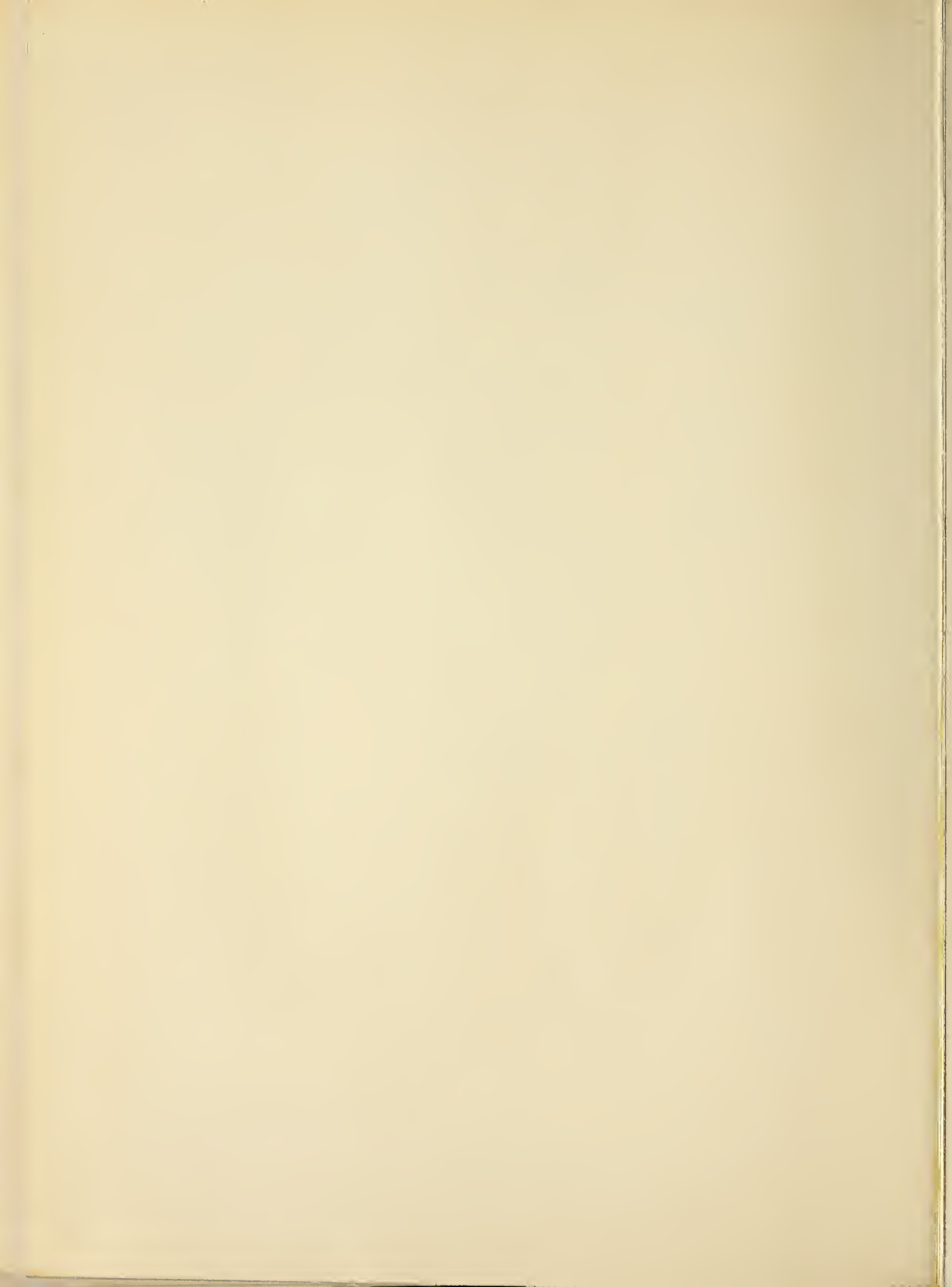
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